The University of Chicago

THE OCCUPATIONAL STRUCTURE OF POCATELLO, IDAHO

A DISSERTATION SUBMITTED TO THE FACULTY OF THE DIVISION OF THE PHYSICAL SCIENCES IN CANDIDACY FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

DEPARTMENT OF GEOGRAPHY

1942

By

ROBERT L. WRIGLEY, Jr.

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Frontispiece.--Airview of Pocatello and the Western Part of the Portneuf Valley. (Picture taken about 1930. Note especially: (1) the railroad shops, (2) the West Side Business District, (3) the West Pocatello Addition, (4) the Wholesale District, (5) Mountain View and Mount Moriah Cemetery, (6) The University of Idaho Southern Branch and (7)

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ACKNOWLEDGMENT

Data for this dissertation were secured primarily between August 1940 and February 1941. During these months Pocatello was mapped, material in the library of the University of Idaho Southern Branch, and in the public libraries of Pocatello, Blackfoot, and Idaho Falls was examined, and the extensive files of the Pocatello Chamber of Commerce and the early publications of the Pocatello Tribune were checked. During this period, also, over one hundred Pocatello citizens--merchants, manufacturers, transportation men, educators, government workers, pioneers, and others were interviewed. Valuable data likewise were secured from numerous state and other officials outside Pocatello. The names of many of these local and state individuals are cited in footnotes. Without their wholehearted cooperation in graciously furnishing the information requested, this study could not have been made. In Pocatello I am grateful especially to Mr. Paul V. Nash and Mrs. Marie Howard of the Chamber of Commerce who aided substantially in collecting material, and to Mrs. Gladys Washington for assistance in typing. Thanks also are due Dr. Minnie F. Howard, Mr. W. P. Havenor, Bannock County engineer, Mr. Richard M. Lourie, city engineer, and Professors A. L. Lillibridge and Charlton G. Laird of the University of Idaho Southern Branch who aided in various ways. For help in selecting and organizing the subject and for a critical reading of the manuscript I am indebted to Professor Charles C. Colby of the Department of Geography of the University of Chicago under whom this dissertation was written. For constructive criticisms on the maps I am grateful to Professors Wellington D. Jones and Henry M. Leppard. Finally, for the many ways in which they aided the preparation of this study I wish to thank my parents, Mr. and Mrs. R. L. Wrigley of Logan, Utah.

June 1, 1942

Robert L. Wrigley, Jr.
Chicago, Illinois

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CHAPTER I

THE CITY AND ITS OCCUPATIONAL STRUCTURE

Section 1. The City and the Objective

Pocatello often is called the "Gate City" of Idaho. This title is appropriate because the city is located at the point where the narrow Portneuf Valley, along which the Union Pacific Railroad and a national highway pass through the mountains of southeastern Idaho, opens into the great Snake River Plain (Frontispiece and Fig. 1). This plain contains such extensive and productive irrigated areas that it is truly the heart of the state (Fig. 2). Pocatello commands the principal routes into this heartland from the east and southeast.

The strategic quality of the city's location is brought out by examining its position in the transportation pattern of eastern Idaho. As the eastern and to some extent the southern portal to the rich farming country of the Snake River Plain, and indeed as the eastern gateway to part of the Pacific Northwest, the Portneuf Valley is a major transportation corridor in the Rocky Mountain area. In its western part this valley is traversed not only by the Union Pacific's tracks between Granger, Wyoming and Portland, Oregon, part of a main transcontinental route, but also by a line from Salt Lake City to Butte, Montana.[1] Since important highways parallel the railways for most of the distance between the cities named, the highway pattern duplicates the railroad pattern (Fig. 1).[2] Pocatello with its twenty-one thousand inhabitants lies at the intersection of these two important rail and highway routes.[3]

---

[1]The Portneuf Valley is a trough-like depression of a quarter to a mile and a half in width.

[2]Highway U. S. 30 N, the east-west road through Pocatello, is a section of U. S. 30 between Granger and Portland, while U. S. Highway 91 connects Salt Lake City and Butte.

[3]This figure includes the population of Pocatello (18,133) plus that of Alameda (2,691), which adjoins the city on the north

Because of its location a large volume of exports from, and imports into southern Idaho and parts of western Montana and the Pacific Northwest flow through Pocatello. Naturally it handles a heavy flow of traffic, and especially railroad traffic. Thus in 1940 approximately 858,000 railroad cars passed through the big Pocatello terminal yards. By virtue of the city's key position on its lines the Union Pacific has localized many of its activities at this point. Here is the headquarters of its Idaho Division. Here also are large railroad repair shops, a general storehouse, a tie treating plant, and an icing plant. In addition to these and other railroad facilities the city has a motor transport industry that serves the intermountain and Pacific coast states while air transportation likewise is expanding. As a result of these developments Pocatello has become a leading transportation center of the intermountain western United States. Since this industry engages approximately 36.5 per cent of the gainfully employed persons, or considerably more than any other occupation, it is the city's dominant activity (Table 1).

Pocatello, however, is not merely a transportation center. It has a large retail and wholesale trade, a sizeable manufacturing industry, the offices of numerous government agencies, a branch of the state university, and various other activities. These industrial organizations and institutions serve much of eastern Idaho. In some cases their influence extends even into adjoining states. In all instances the development of these activities at this point is in harmony with the resources of the region and the location of the city in the transportation pattern of southern Idaho.

Pocatello is part of a fairly well defined area whose major natural resource consists of several types of agricultural land. This area, called the Pocatello Region in this study, includes most of eastern and central Idaho (Fig. 1). The principal farming districts in the region lie chiefly near the southern edge of the Snake River Plain. In this section water from Idaho's master stream, the Snake River, has been impounded and diverted to irrigate thousands of acres of rich farm land. The irrigated country near the river often is called the "Snake River Valley."[1]

(U. S. Bureau of the Census, Sixteenth Census of the United States: 1940. Population--Idaho, First Series [Washington: Government Printing Office, 1941], p. 4).

[1]Harold T. Stearns, Lynn Crandall, and Willard G. Steward.

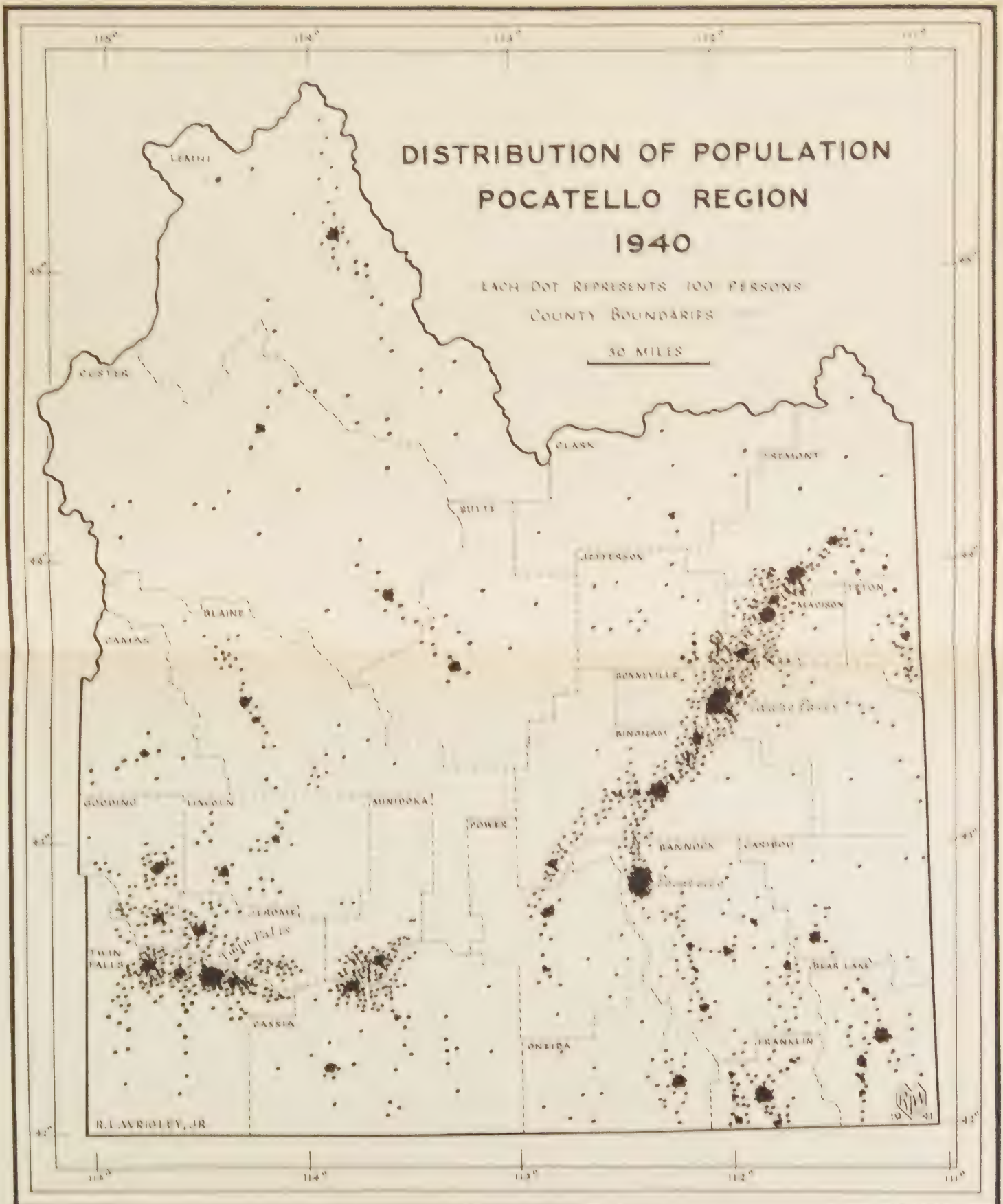
DISTRIBUTION OF POPULATION
POCATELLO REGION
1940
EACH DOT REPRESENTS 100 PERSONS
COUNTY BOUNDARIES
30 MILES
LEMHI
CUSTER
CLARK
FREMONT
BUTTE
JEFFERSON
TETON
MADISON
BLAINE
CAMAS
BONNEVILLE
BINGHAM
GOODING
LINCOLN
MINIDOKA
POWER
BANNOCK
CARIBOU
JEROME
Twin Falls
TWIN FALLS
CASSIA
ONEIDA
BEAR LAKE
FRANKLIN
R.I. WRIGLEY, JR

FIGURE 3

This valley is divided into two large sections. One extends roughly from Pocatello northward to the vicinity of St. Anthony; this is the Upper Snake River Valley. The other, lying seventy miles southwest of the city in the vicinity of Burley and Twin Falls, is called the Central Snake River Valley (Fig. 2). These two sections are the principal crop producing areas of eastern and south central Idaho. Naturally they have a comparatively dense population (Fig. 3). Elsewhere the land is sparsely peopled and is used largely for grazing, but there also are scattered patches of irrigated and dry farm land.

Because of its position at the southern edge of the Upper Snake River Valley Pocatello is fairly well located to trade with the seventy-eight thousand people living in that section.[1] Since, however, seventy miles of desert lie between the city and the Central Snake River Valley the eighty-three thousand people living in the latter section have fewer contacts with Pocatello than do those in the Upper Valley (Figs. 2 and 3). The city receives some business from the sparse population scattered through the narrow mountain valleys north of the plain, while considerable trade also comes from that part of Idaho southeast of the plain. On account of a deficiency of irrigation water the area farmed in the immediate vicinity of Pocatello is rather limited. This is unfortunate because it hinders the growth of the community. Due to this condition, and due also to the fact that its site for many years was part of the Fort Hall Indian Reservation, Pocatello, unlike most other towns in eastern Idaho, did not initially develop as a trade center for contiguous agricultural areas. Indeed, as in the case of many other transportation centers, its development has been more a matter of situation than of site.

Geology and Ground-Water Resources of the Snake River Plain in Southeastern Idaho, U. S. Geol. Survey Water-Supply Paper No. 774 (Washington: Government Printing Office, 1938), p. 6.

[1] Sixteenth Census of the United States: 1940. Population--Idaho, First Series, pp. 4-9.
This figure does not include the population of Pocatello.
In this study the following counties are considered a part of the Snake River Valley: Fremont, Jefferson, Madison, Bonneville, and Bingham in the Upper Snake River Valley and Cassia, Twin Falls, Minidoka, Jerome, Lincoln, and Gooding in the Central Snake River Valley. Unless otherwise stated, statistics for the Snake River Valley, or for its two divisions, will be the summation of figures for these counties.

Ever since its growth as a transportation center began in 1882 the railroad plant has been the dominant man-made featur in the Pocatello landscape. Today this plant, which consists primarily of extensive transfer and storage yards and impressive large repair shops, extends across the center of Pocatello and bisects it into two almost equal sections--the East Side and the West Side (Figs. 4 and 5). As a true expression of its significance to Pocatello the railroad plant does constitute, therefore a central core around which lie the commercial and residential areas of the city.

Pocatello's built-up areas spread out over the relativel flat floor of the Portneuf Valley which in this locality merges with the Snake River Plain. Houses extend up to the foot of the dissected benches and hills that border the city on the east and west (Frontispiece and Fig. 5). Mountains lying at various distances beyond the benches rim the city on all sides except towar the north and northwest where lies the broad and flat appearing Snake River Plain (Fig. 4). Since irrigation water is available only on the part of this plain extending north from Pocatello, this northern fringe is the only well developed farming section near the city. During the summer this irrigated tract remains green and beautiful, whereas the benches, hills, and unirrigated valley land bordering the city have a parched and rather desolate appearance. On the other hand Pocatello and Alameda, which adjoins it on the north, have sufficient water for lawns and trees, hence these communities present a pleasing expanse of verdure nestling between the surrounding uplands. On the whole they are free from the overhanging pall of smoke frequently found in railroad towns.[1]

Pocatello's commercial areas, with their many closely spaced brick buildings, are next to the railroad plant the most conspicuous features in the city. This is in harmony with the fact that the retail and wholesale trade engages more people than any other occupational group in Pocatello, except transportation.

The commercial areas of Pocatello may be divided into two rather well defined districts. The Business District lies on bot

---

[1]This relatively clean atmosphere may be attributed to excellent air drainage, to a lack of basic industries, and to the use of electricity by most manufacturing establishments and many residences.

Fig. 4.--Airview of Pocatello, Alameda, and Part of the Snake River Plain.

sides of the railroad tracks near the center of the built-up area of town (Fig. 5). Its two segments are connected by an underpass, one of three links that bind together the East and West side of Pocatello. The second major commercial area, the Wholesale District, lies entirely east of the railroad yards (Fig. 5). Situated directly north of the Business District and encircled in a web of railroad tracks are the large Union Pacific shops that spread over a fifty acre tract. This concentration of business structures along side the busy railroad terminal whose many tracks often are crowded with long lines of freight cars, together with the close proximity of the big railroad shops, gives the business heart of Pocatello a size and tempo not found in other Idaho cities. To some degree this urban quality also is exhibited in other parts of the city. Throughout much of the residential area, which naturally composes the bulk of the town, the small square blocks of the checkerboard street pattern in many cases are built-up closely with single family houses. This close spacing gives one the feeling that land is scarce; the narrow streets further emphasize this impression.

In addition to its urban appearance Pocatello exhibits an air of stability. Many avenues on both sides of town are paved from curb to curb and are bordered by trees and attractive houses with beautiful landscaped surroundings. As a rule even the less pretentious homes are well kept and give evidence that a sizeable proportion of the population has a fairly certain income. However, a number of small undesirable residential districts, and a thin scattering of rather poor quality houses throughout many parts of the urban area, suggest that the city's population includes some who have an uncertain income (Fig. 5). But on the whole Pocatello's landscape lacks evidence of great wealth or of great poverty. It has an "average American" appearance with the wholesome vigor and confident manner of a successful enterprise.

The presence of the University of Idaho Southern Branch adds to the "big city" qualities of Pocatello. This school, whose pleasing campus is located in the southeastern part of town at the foot of the east bench, is the chief cultural asset of the community. Students from many parts of Idaho and from other states are enrolled; thus Pocatello is an educational center as well as a center of railroad and other activities.

Nothing in the appearance of Pocatello indicates that it

ever has been a "boom town." On the contrary the history of the community shows clearly that its major activities have evolved slowly over a period of many years. From a population of 4,000 in 1900, it grew to 9,000 in 1910, and 15,000 in 1920. Since this latter date its growth has been slower than in previous decades. It still has no rival as the transportation center of southern Idaho, but in a commercial way its expansion has been limited by competition with near-by cities. Thus Idaho Falls, a city of 15,000 population centrally located in the Upper Snake River Valley, is the commercial capital of that section, while Twin Falls with 12,000 inhabitants is the leading community in the Central Snake River Valley (Fig. 2). These cities grew-up with the farming country along the Snake River, and in order to serve this prosperous area they have developed an extensive wholesale and retail trade with considerable manufacturing. The growth of Pocatello has been limited further by competition with well established firms in Salt Lake City and Ogden, Utah.[1] For many years these establishments have had an extensive business throughout much of southern Idaho. In particular they have secured a large percentage of the trade from that section of the state southeast of the Snake River Plain. Due largely to this competition, Pocatello, in the decade 1930-40, had an increase in population of only 10 per cent. On the other hand during this same period Idaho Falls had an increase of 59 per cent and Twin Falls 35 per cent.[2] The expansion of these latter communities may be ascribed largely to the growth of the farming areas with which they closely are associated. Of course this development also benefited Pocatello but not to the same degree. Pocatello would profit more by an expansion of farming in that territory within twenty miles of the city. Per-

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[1]Pocatello, Idaho Falls, and Twin Falls are independent units competing with each other in Idaho, but at the same time exercising a strong local influence over a rather limited area contiguous to them. In the intermountain country, however, the section of eastern Idaho here delimited as the Pocatello Region (Fig. 2), falls in the area of which Salt Lake City is the regional capital. For an excellent presentation of the regional significant of Salt Lake City in the intermountain west see Chauncy D. Harris (Salt Lake City a Regional Capital, Ph.D. dissertation, Department of Geography, University of Chicago [Chicago: Private Edition Distributed by the University of Chicago Libraries, 1940]).

[2]Activities Report of the Idaho State Planning Board, 1939-40 Biennium (Boise: Idaho State Planning Board, 1940), p. 6.

haps in the near future part of this land will be brought under irrigation. This growth combined with the city's commanding position on the rail-lines and highways, which naturally is its biggest asset, should enable it to maintain a leading part in the development of southern Idaho.

Because of its unusual early growth in the midst of a large Indian Reservation, its gradual change from a city entirely dependent on railroading to one with diversified activities, and its present significant role in the life of eastern Idaho, Pocatello has been taken as the subject of this dissertation. The center of interest in the study is the occupational or employment structure of the city. This structure is analysed along four lines, namely, the major aspects of the city, especially those associated with localization of occupational activities, the relation of the city to the tributary area, the evolution of the city and the region, and finally, the major activities by which the people of the city earn their living. The last named division of the work is the larger and is presented in chapters five to eight inclusive.

Section 2. The Occupational Structure

About 8,225 persons or 39.5 per cent of the population of Pocatello and Alameda are gainfully employed (Table 1).[1] These workers are engaged in diverse occupations but of course some activities employ many more persons and are, therefore, much more significant in the life of the city than others. The diversity and importance of these occupations not only illustrates the role of the city in the territory it serves, but shows the nature of that territory.

Approximately two-thirds of the total gainful workers are engaged in the three primary activities--transportation, commerce, and manufacturing. These activities are intimately interrelated

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[1] As yet (May 1942) the United States Bureau of the Census has released no statistics on the number of gainful workers in Pocatello in 1940. In the U. S. Bureau of the Census, Fifteenth Census of the United States: 1930. Unemployment, Vol. I (Washington: Government Printing Office, 1931), p. 288, the 1930 figure was published. At that time 39.5 per cent of the population was gainfully employed. It has been assumed, therefore, that about this same percentage was gainfully employed in 1940. Since Alameda (population 2,691), adjoins the city on the north its population has been added to that of Pocatello in making the computations for the total number of gainful workers.

in many ways, yet each has a distinctive role in the life of Pocatello.

The transportation industry employs roughly 3,000 persons (Table 1), or about 36.5 per cent of the gainful workers in the city. On the average about 2,800 of these wage earners work for the Union Pacific Railroad. During the autumn months, however, the railroad commonly employs several hundred additional workers. This proportion of persons in transportation, and especially the number employed in railroading and trucking, is thought to be unusually high for towns the size of Pocatello. To the extent to which this is true it illustrates the city's strategic position in the transportation pattern of southern Idaho.

Commercial occupations engage 1,886 persons or 23 per cent of the gainful workers. This is about a third the number employed by the railroad (Table 1). Of the persons employed by commercial firms 83 per cent work in the retail, and 17 per cent in the wholesale trade. In most cities retailing gives employment to a large segment of the population but many towns have no significance whatever as wholesale centers. In most cases such a business develops in cities that have excellent transportation facilities and are thus good points from which to distribute merchandise to stores in the surrounding territory. The fact that Pocatello has an extensive wholesale business is further evidence that the town occupies a fine position on the principal trade routes of the region. But the fact that it does not have as many wholesale workers as one might expect so strategically located a center to have, also indicates that much of the abutting territory does not have adequate resources to support a large population.

Manufacturing with 585 employees or about 7 per cent of the total gainful workers, is the third ranking occupational group (Table 1). This small but healthy industry has been aided materially in its development by the transportational services provided by the railroad and motor carriers. Raw materials, and especially agricultural commodities, are assembled in the city, processed, and then reshipped to intermountain and national markets. That this type of manufacturing is significant and that metalurgical industries are nonexistent shows clearly that the surrounding territory produces chiefly agricultural commodities but little or no mineral wealth.

As the city increases in population and as the farming and

TABLE 1

THE OCCUPATIONAL STRUCTURE OF POCATELLO IN 1940[a]

Occupational Group	Number Employed	
Transportation		
Railroad	2,800	
Motor Transport	190	
Air Transport	5	
Total		2,995
Retail and Wholesale Trade		
Retailing	1,554	
Wholesaling	332	
Total		1,886
Manufacturing		
Dairy Manufacturing	245	
Petroleum Refining	80	
Baking Industry	48	
Meat Packing	37	
Printing Industry	34	
Preparation of Animal Feeds	28	
Flour Milling	26	
Miscellaneous	87	
Total		585
Domestic and Personal Services		
Hotels and Tourist Camps	200	
Laundry, Cleaners, and Tailors	179	
Barber Shops and Beauty Parlors	80	
Miscellaneous	76	
Total		535
Construction Industry		
Carpenters	150	
Hod Carriers	120	
Painters	70	
Bricklayers	30	
Plumbers	30	
Plasterers	25	
Miscellaneous	75	
Total		500
Public Service Activities		
Federal and State	292	
City (excluding Water Department)	84	
County	56	
Total		432
Education		
Public and Private Schools	205	
University of Idaho Southern Branch	118	
Total		323

TABLE 1 - Continued

Occupational Group	Number Employed	
Public Utilities		
Mountain States Telephone and Telegraph Company. .	125	
Idaho Power Company.	55	
Pocatello City Water Department.	16	
Total		196
Financial, Insurance, and Real Estate Activities		
Banking.	50	
Fire Insurance and Real Estate	45	
Life Insurance	30	
Total		125
Professional Services (not including teachers)		
Physicians	22	
Dentists	19	
Lawyers.	33	
Musicians and Others	46	
Total		120
Social and Religious Work.		105
Publishing and Radio		40
Miscellaneous Activities		383
Total.		8,225

[a]Source: The United States Bureau of the Census does not make a detailed analysis of occupations in cities with a population of less than twenty-five thousand. For cities the size of Pocatello, however, it does publish figures on the number of workers in the retail and wholesale trade, in manufacturing, and in service establishments. But only for retailing are these statistics broken-down into the number of persons engaged in various kinds of business. As a result the figures presented in this table, which are average figures for the year, have been gathered from many sources. The sources of data on transportational, commercial, and manufactural activities are explained in the chapters in which these occupations are discussed. Statistics on the construction industry were secured from Mr. August Rosqvist, secretary-treasurer, Pocatello Central Labor Union. Mr. Rosqvist also furnished some data on the domestic and personal service activities, but part of this information was secured through field work. Figures on public service activities, education, public utilities, banking, insurance, real estate, professional services, social and religious work, and publishing and radio, also were obtained by interviewing the appropriate authorities whose names are cited in the sections of this dissertation where these activities are discussed.

grazing resources of eastern Idaho further are developed, the number of workers required by commercial and manufacturing activities tends to increase faster than the number employed by the Union Pacific because technical improvements in the railroad industry have enabled the railroads to decrease the amount of labor required per ton-mile. Furthermore, railroad work in the city is less directly affected by conditions in eastern Idaho than commercial and manufacturing activities since a large proportion of the freight moving over the Union Pacific through Pocatello is destined for, and originates in territory outside this region; in other words much of the traffic is through traffic. It is apparent, therefore, that activities in Pocatello are influenced considerably by conditions in areas served by the Union Pacific Railroad but which lie outside eastern Idaho.

That domestic and personal service work is an important occupational group employing roughly 6.5 per cent of the gainful workers may be ascribed, in large measure, to the position of the city on the highways and railroad. Tourists, on their way to and from Yellowstone National Park, Sun Valley, and other scenic areas utilize the tourist parks and hotels. In addition these establishments derive some benefit from state or southern Idaho conventions that the city frequently secures because of its accessibility. Then, too, salesmen working through eastern Idaho often find Pocatello a convenient headquarters. Furthermore, two big laundries, that are leading Pocatello business institutions, can attribute part of their growth to the fact that excellent highway connections makes it possible for them to secure considerable business in a wide territory beyond the city.

About 500 wage earners, or 6 per cent of the gainful workers, are employed in the construction industry. Most of these individuals are skilled workers. During periods when the demand for new homes in Pocatello is very pronounced, when business firms build new structures, and when the community decides to erect school houses and other public buildings, most construction workers will be employed locally. But inasmuch as many of these persons often have jobs in other parts of eastern Idaho, and inasmuch as construction activity during the winter is virtually at a standstill, it is not difficult to understand why the total number of such workers actually engaged in the city changes greatly from month to month.

Government or public service workers number slightly over 5 per cent of the total wage earners. Perhaps not many communities the size of Pocatello have as high a proportion of their total workers engaged in public service activities. The fact that numerous state and federal agencies serving in some cases all, and in other cases only part of eastern Idaho, have their headquarters in Pocatello further illustrates the strategic location of the city.

Almost 4 per cent of the gainful workers secure their livelihood from educational activities (Table 1). Seeing that the railroad mazes the city easily accessible to the major populated areas of southern Idaho, the state legislature in 1901 thought it expedient to establish an academy at this point, and seeing that the University of Idaho at Moscow is far from the population that it should serve, this Pocatello school now has been made a branch of that institution.[1] Accordingly, the 118 employees in the University of Idaho Southern Branch added to the number engaged in city and private schools gives Pocatello a comparatively higher percentage of workers in this group than one possibly would find in many towns of similar size.

The remaining activities listed in Table 1 perform an essential service for the city and eastern Idaho but individually they do not employ a large number of persons. Public utility workers number 196, or about 2.5 per cent of the gainfully employed. These persons, who work for the Mountain States Telephone and Telegraph Company, the Idaho Power Company, and the city water department, operate the communication and power lines and the water and sewage systems. Without these services Pocatello obviously could not function. Banking, insurance, and real estate activities employ approximately 125 persons. With respect to this group it may be noted, for example, that although the two Pocatello banks engage only 50 persons, the service of these institutions is very essential to the proper day to day operation of business activities in the city and neighbourhood areas. Legal and medical work and other professional services (but not school teachers) engage about 125 persons, while religious activities and theaters, dance halls, clubs, and other social organizations that

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[1]To travel the 755 miles by railroad between Pocatello and Moscow requires twenty-two and a half hours.

provide entertainment for persons in the city and visitors from outlying sections, employ about 105 workers. Two firms that take a significant part in molding public opinion, the Tribune-Journal Company, Pocatello's only publishing firm, and the Radio Service Corporation, which operates radio station KSEI, together employ 40 persons. The number of wage earners in these occupational groups is perhaps normal for cities the size of Pocatello. The 383 workers listed under "miscellaneous activities" (Table 1), are engaged in various jobs, yet many are employed part time in the occupations previously listed.

In a number of Pocatello activities the demand for workers varies considerably during the course of a year. Consequently, in order to be employed as much of the time as possible a sizeable number of persons must shift from one type of work to another. Seasonal activity in the construction industry already has been noted. During the winter months the great majority of these workers are either idle or find jobs in other activities, such as the manufacturing industry which during most years uses from 50 to 80 part-time workers in addition to its regular employees.[1] Seasonal work also is quite common in the commercial trades. During the few weeks before Christmas, merchants require extra help to handle the holiday business, but after this period of intense activity these extra persons and even some employees who work quite regularly are laid-off. Possibly the most disturbing factor in Pocatello is seasonal labor in the transportation industry, and especially the railroad activities. When crops commence to move in the autumn the railroad must have from 300 to 400 extra hands while the motor carriers also need additional labor. These workers are dismissed about the same time as the merchants start cutting their payrolls, thus intensifying unemployment at this period. When not employed by the Union Pacific many part time railroad men find jobs in other industries at Pocatello or in other cities, but at

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[1] In 1937 the totally unemployed in Pocatello numbered 476. In that year 239 persons were listed as emergency workers and 265 as partly unemployed. Almost 35 per cent of the totally unemployed and 50 per cent of the partly unemployed men were skilled or semi-skilled workers. Doubtless many of these individuals, when employed, are engaged in the construction industry (U. S. Bureau of the Census, Final Report on Total and Partial Unemployment: 1937. Census of Partial Employment, Unemployment, and Occupations, Vol. I [Washington: Government Printing Office, 1938], p. 578).

best their work is unsteady. Unfortunately the depression in railroad activities coincides with that in several other industries. The problem is eased somewhat by the fact that it is the younger and less experienced workers who are laid-off first. During their period of unemployment these men live with their parents. Unemployment compensation is another factor relieving this condition. Nevertheless, the seasonal nature of these activities has discouraged many promising young men from entering railroad work and the industry thereby has suffered.

In concluding this brief introduction to Pocatello occupations it will be well to remember that although railroad work dominates the occupational structure of Pocatello the city has virtually all the activities found in American communities of similar size. That each activity, even though it employs few workers, plays a more or less vital part in the life of the city and the region, already has been noted. Like units of a building, each type of work fits in with other types to form the total occupational structure. In consequence, to understand Pocatello and its role in eastern Idaho one must analyse, to a certain degree, all activities in the community.

CHAPTER II

MAJOR ASPECTS OF THE CITY: THE LOCALIZATION OF ACTIVITIES

Gross Pattern

It will be remembered that Pocatello is located at the point where the Portneuf Valley merges with the Snake River Plain. As this valley approaches the plain it trends in a southeast, northwesterly direction (Fig. 6). This fact has had a notable effect on the structure of the city because the Union Pacific, which follows the longitudinal trend of the valley, proceeds, as earlier noted, directly through the center of town and bisects it into two almost equal sections known as the East Side and the West Side (Fig. 5). The principal axis of Pocatello thus lies in a southeast, northwesterly direction.

From the extensive switching and storage yards that the railroad has constructed along its main trunk line within the city, Pocatello is built up to, but not upon the benches that border it on the east and west. The east bench is an outward extension of the Portneuf Mountains which lie along the northern and eastern side of the Portneuf Valley between Pocatello and McCammon, whereas the west bench comprises part of the Pocatello Range.[1] These mountains, which tower 2,000 to 2,500 feet above the city, border the valley on the west. From the university campus in the southeastern section of town north to about Center Street (Fig. 5), the rather steep face of the east bench stands 30 to 40 feet above the valley floor which from the foot of the bench slopes gently to the railroad yards. But north of Center Street this valley floor merges into a group of rolling hills that have few characteristics of a benchland. On the other hand the steep face of the west bench, throughout most of its length across the city, stands 80 to 100 feet above the valley floor.[2]

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[1]These mountains also are called the Bannock Range.

[2]During 1938-39 the Civilian Conservation Corp constructed

Near the base of the west bench, the Portneuf River, the drainage channel for the Portneuf and other valleys of southeastern Idaho, traces an irregular course through the city as it flows toward the American Falls Reservoir (Figs. 2 and 5). The section of town traversed by this stream forms a depression across the West Side. From the river eastward the land rises gradually to a point within three blocks of the zone of railroad tracks. From this point there is a slight downward slope to the yards. From the Portneuf westward the land in general rises rather steeply to the foot of the bench.

The floor of the Portneuf Valley between the east and west benches is three quarters of a mile in width near the southern limits of the city, but the valley widens rapidly toward the north, hence the bordering highlands are two miles apart near the northern limits of town (Figs. 5 and 6). The valley has an elevation of between 4,450 and 4,490 feet. The east bench is largely above the 4,530 contour and the west bench above the 4,550 contour.[1]

The 2,020 acres or 3.16 square miles in the townsite includes both bench and valley land but mostly the latter.[2] On the West Side the political city extends up to, but little beyond the front escarpment of the bench.[3] On the East Side, however, the political city includes approximately 230 acres of bench land that is virtually unutilized (Fig. 5).[4]

The 18,133 people in Pocatello live on the 1,738 acres of the political city that lie below the benches. Here they are distributed fairly evenly with 9,610 on the West Side and 8,523 on the East Side.[5] The total population of the latter, however,

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contour furrows on several thousand acres of sloping land on the east and west benches. This has increased the water holding capacity of the soil and thereby has prevented floods that in previous years carried sand and debris into the city.

[1]U. S. Geological Survey, Pocatello Quadrangle, Idaho (Advance Sheet; Washington: Geological Survey, n.d.), Scale 1:48,000, Contour intervals 10 and 50 feet.

[2]Data furnished by Mr. W. P. Havenor, county surveyor, Bannock County, Idaho.

[3]About 52 acres on the west bench are included in the political city.

[4]The figures for the east and west bench were calculated by measuring the area with a planimeter.

[5]Figures for the East and West side were computed by

exceeds that of the West Side when one includes the persons who live in Pocatello's only suburb--the village of Alameda, whose 520 acre site adjoins the city on the north (Fig. 5).[1] Large sections of this village tract are vacant or in crops while the built-up areas are distributed unevenly. On the other hand the built-up areas in Pocatello extend over most of the townsite below the benches.

The built-up sections of Pocatello are tied together by a checkerboard street pattern with streets parallel and perpendicular to the railroad yards. Narrow 60 foot avenues separate the square blocks that measure 300 feet on a side while 20 foot alleys running parallel to the main railroad yards bisect every block. With the exception of several new additions to the townsite this pattern is uniform throughout the city, but it is altered somewhat in Alameda where only part of the land has been laid-out into blocks and streets (Fig. 5).[2]

In Pocatello almost all the streets that cross the town at right angles to the railroad yards end abruptly on reaching the benches. On the West Side, traffic along many of these arteries also is impeded by the Portneuf River, for only nine vehicular bridges span this stream while two other avenues have pedestrian bridges (Fig. 5). But traffic is interrupted most of all by the zone of railroad yards which prevent cross-town travel on all streets except three. Naturally these three arteries are highly important in the pattern structure of Pocatello; they are

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adding the population of the precincts on each side of town. One precinct, number nine, lies mostly on the West Side, therefore, an estimated forty persons in this precinct who live on the East Side have been added to the total for that part of town.

[1]About 1912 the Pocatello Realty and Investment Company laid out that section of the village between Jefferson and Washington avenues and began selling lots (Fig. 5). At that time, and for a number of years thereafter, this subdivision was known as "Fairview." The compactly built-up section of the village west of the railroad right-of-way was developed by the Northwest Investment Company between 1915 and 1920. This firm not only subdivided the area, which it called "North Pocatello," but it also constructe most of the houses and sold them to laboring people. In 1919 "Fairview" and "North Pocatello" were incorporated as villages, and in July 1924 they were consolidated as one village and renamed "Alameda." Data supplied by Mr. E. M. Evans, clerk of Alameda.

[2]In Alameda the blocks measure 300 by 600 feet. The alleys that bisect them are 14 feet wide, while streets measure 50 and 60 feet.

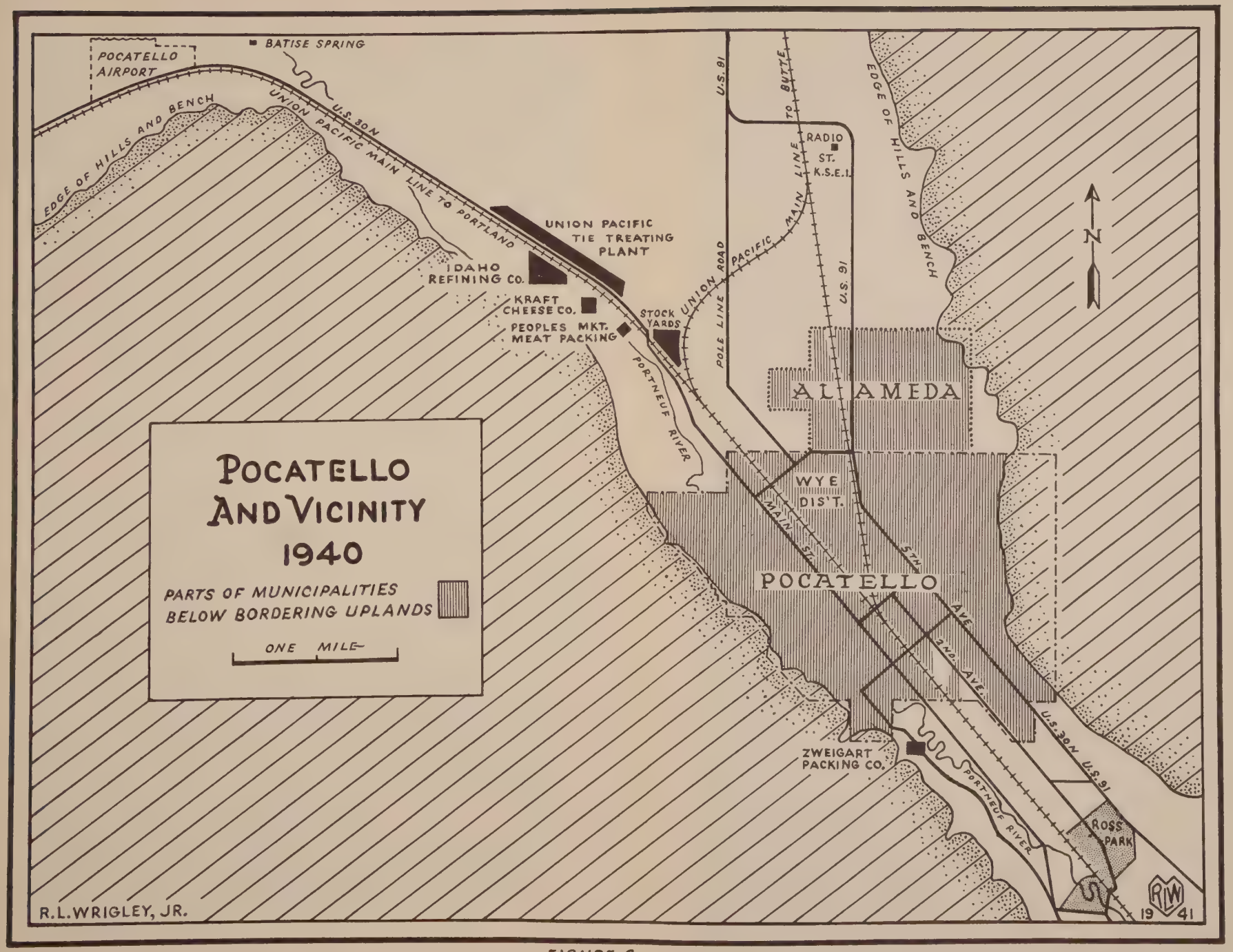
POCATELLO AND VICINITY
1940
PARTS OF MUNICIPALITIES BELOW BORDERING UPLANDS
ONE MILE
POCATELLO AIRPORT
BATISE SPRING
EDGE OF HILLS AND BENCH
U.S. 30N
UNION PACIFIC MAIN LINE TO PORTLAND
UNION PACIFIC TIE TREATING PLANT
IDAHO REFINING CO.
KRAFT CHEESE CO.
PEOPLES MKT. MEAT PACKING
STOCK YARDS
PORTNEUF RIVER
U.S. 91
TO BUTTE
RADIO ST. K.S.E.I.
UNION PACIFIC MAIN LINE
POLE LINE ROAD
U.S. 91
EDGE OF HILLS AND BENCH
N
ALAMEDA
WYE DIS'T.
MAIN ST.
5TH
POCATELLO
2ND AVE.
AVE
U.S. 30N U.S. 91
ZWEIGART PACKING CO.
PORTNEUF RIVER
ROSS PARK
R.L. WRIGLEY, JR.
RLW
19 41

FIGURE 6

the links that bind the two sections of the city together. Two of these through avenues, Halliday Street in the southern part of the city, and Center Street, five blocks north of Halliday, pass through subways, whereas Gould Street, fourteen blocks north of Center and near the northern limits of town, crosses the tracks on a viaduct (Fig. 5). That they are not spaced more evenly may be ascribed to the fact that the railroad shops lie immediately north of Center Street and extend almost to Gould Street, thus making this segment larger than it otherwise might be.

Of the three crossings, that at Center Street is by far the most important. On an average day approximately twelve to fifteen thousand automobiles and several thousand pedestrians use this subway.[1] On the other hand automobile traffic through the Halliday Street subway is only about half the volume of that at Center Street, and still fewer people use the Gould Street viaduct.[2]

The first five blocks of Center Street east of the tracks are lined with commercial establishments; this is part of the Business District (Figs. 5 and 7). The chief business section, however, is on the West Side (Fig. 8). Here too, part of Center Street has been highly commercialized. But the principal business thoroughfare in Pocatello is Main Street which lies parallel to, and one to one and a half blocks west of the terminal yards. Along Main and Center streets and Arthur Avenue, one block west of Main, are located many of Pocatello's leading business firms, for the most part housed in substantial and attractive one and two store brick structures. As Main and Center are the chief streets in the Business District the corner where they intersect is a major focal point in the city; it is the "center" of town.

The intersection of Center Street and Fifth Avenue, four blocks east of the railroad yards, forms another strategic point because here the principal cross-town axis, Center Street, joins the chief north-south highway on the East Side, Fifth Avenue

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[1]These figures were secured from the office of Idaho State Highway District Number One, Pocatello.

[2]Counts made by the author show that 453 pedestrians and 683 vehicles passed through the Center Street subway between 2:00 and 3:00 P.M. on Thursday, December 19, 1940. During the same hour of the next day, and under weather conditions similar to those of December 19, only 56 pedestrians and 374 vehicles passed through the Halliday subway.

Fig. 8.--Airview of the West Side Business District

Fig. 9.--Airview of the Wholesale District and a Section of the Railroad Yards.

(Fig. 5). The latter street forms part of two important routes. Throughout its entire length it constitutes part of U. S. 91--the Yellowstone Highway, while that portion south of Center is also a section of U. S. 30 N--the Lincoln Highway. From Fifth Avenue U. S. Highway 30 N follows Center and Main streets to the northwestern limits of the city whereas U. S. Highway 91 continues northward along Pocatello Avenue.

On Fifth Avenue, in the extreme southeastern section of the city, the rather densely wooded Mountain View and Mount Moriah Cemetery and the attractive campus of the University of Idaho Southern Branch are notable features, because their verdure stands in such marked contrast to the barrenness of the near-by hills and benches, and because they make large homogeneous units in the city's landscape (Fig. 5).

Four blocks west of the university the cluster of large buildings in the Wholesale District on south First and Second avenues stand out above the adjacent terminal yards (Figs. 9 and 10). Halliday Street connects this district with the West Side. Second Avenue is another important street passing through this section. Aside from Fifth Avenue it is the only East Side street extending southward from the city limits (Fig. 6). About a half mile south of town it joins the main highway. Ross Park, near the junction of these roads, also is joined to the city by Second Avenue. This beautiful landscaped tract of 118 acres is the chief recreational area in and about Pocatello (Fig. 6).

Some agricultural land and a number of homes lie between the city and Ross Park. As for many years there was no domestic water for this section, the built-up area of Pocatello ends rather abruptly at the southern limits of the city.[1] Water for the cropped land comes from a branch of the Fort Hall Canal that crosses the eastern section of town near the foot of the bench.[2] Most of the land immediately south of Pocatello, however, is covered with sage brush and June grass and is unutilized. On the

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[1]Commencing in 1926 the city began to develop underground water resources at Ross Park. Three wells were opened in this area but only one is now operating. This well supplies the park and the few homes south of the city limits. Data furnished by Mr. Clarence M. Rainey, superintendent, Pocatello Water Department.

[2]Through most of its course across the city this water flows in a large pipe.

other hand it will be remembered that the territory north of the city is an excellent farming country; one of the finest agricultural areas in Bannock County of which Pocatello is the county seat. As this section has abundant water for domestic and agricultural purposes it is attracting an ever-increasing number of city people.[1] Houses do, in fact, line much of U. S. Highway 91 for about three quarters of a mile north of Alameda. Many residences also have been erected along the Pole Line and other less used roads in this vicinity. In contrast few homes have been built northwest of the city adjacent to U. S. Highway 30 N. Much of the land in this section, however, is used for industrial purposes. Here the extensive storage yard of the Union Pacific tie treating plant is a conspicuous feature as it extends for a mile along the main highway (Fig. 6). Here also are the stockyards and the plants of Pocatello's two largest manufacturing establishments, the Kraft Cheese Company and the Idaho Refining Company. Several miles beyond these industrial concerns to the northwest lies the fine new Pocatello airport. This terminal has been cut from the broad sage brush covered Michaud flat that Pocatello eventually expects to make as productive agriculturally as the irrigated land north of town.

The Railroad Layout

It was noted early in this study that the yards and other facilities of the Union Pacific Railroad are the dominant man-made feature in the city. Since this railroad plant is the core around which Pocatello is built, it obviously has had a marked influence on the development of the town.

It will be recalled that the main line of the railroad extends in a northwesterly direction across the city, and along this line many tracks for switching and storing cars have been built. This trackage may be divided into three yards lying end to end. The southernmost, and much the largest of the three, lies roughly between the southern boundary of the city and Center

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[1] Water for crops is secured from the Fort Hall Canal. Domestic water comes from a cooperative pumping system. Alameda has its own water and sewage system. Three wells supply the village with an average of 225,000 gallons daily. This water is pumped to a large tank situated on a hill in the northeastern part of the village (Fig. 5). From this point the community is served by a gravity distributing system. Data supplied by Mr. E. M. Evans, clerk of Alameda.

Street (Fig. 5). Here it forms a zone of tracks almost five hundred feet wide. Both the Center and Halliday street subways pass under this yard which is called the "East Snake Classification Yard" by many Pocatello railroad men. Along its eastern edge lies the freight depot, the Wholesale District, and part of the Business District, and along its western edge lies a residential section, the passenger depot, and a section of the Business District. A second yard with less than a third the capacity of the south yard is situated between Fremont Street and Gould Street near the northern limits of the city (Fig. 5). On the east, this yard is bounded by the extensive railroad shops, and on the west by a residential section and part of the Business District. From Gould Street another band of tracks extends almost a mile northwesterly into the open country. This segment of the terminal district, which is used chiefly as a storage yard, is somewhat larger than the central yard. One block north of Center Street a line branches from the main railroad stem and runs almost due north. Along this "Montana Line," as the extension frequently is called, numerous side tracks are used for storage purposes.[1] This is the fourth yard in the Pocatello terminal district (Fig. 5).

The main railroad right-of-way across the city and that of this branch line thus form an imperfect letter "Y." The area in the upper part of this "Y," but south of Gould Street, is known locally as the "Wye District" (Fig. 6).[2] In the southern part of this district are located a huge round house, a store house, and extensive shop facilities of the Union Pacific Railroad. In the aggregate the "Wye District" and the terminal yards within the city include approximately 252 acres or 12.5 per cent of the townsite.[3] The shop area extends over 50 acres while some 40 acres of railroad property north of the shops and within the city are

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[1]This line was a section of the old Utah and Northern Railway which ran from Ogden, Utah to Garrison, Montana. Until recently it formed part of the main line to Butte. Now the main line to Montana swings northward near the stockyards (Figs. 5 and 6).

[2]The term "Wye" is not derived from the fact that the layout of the yards within the city take the shape of a "Y," but from the fact that the tracks on the outskirts of the shop area are arranged in a manner that will permit the turning-around of locomotives without the use of a turntable.

[3]This figure was computed by measuring the area with a planimeter.

unoccupied. This section can be used by private industrial plants; it also is available for shop expansion.[1]

The Commercial Pattern

Commercial establishments are found in all sections of the city but for the most part they are concentrated in the Business and Wholesale districts. This localization has been affected profoundly by the railroad and highway pattern.

The Business District.--Part of the Business District, as already stated, lies east of, and part west of the railroad yards. The eastern section is built-up along Center Street whereas the much more important western section lies along Center and Main streets and Arthur Avenue; the two segments being tied together by the Center Street subway. That Center Street should be an important commercial street and the principal link between the East and West side is due largely to its early significance as a business section, and to its focal position within the city.

The first Business District in Pocatello developed in the latter 1880's along First Avenue, then known as "Front Street," but commercial activities soon shifted to Center Street. The early importance of this street may be attributed to the fact that the point of major interest in Pocatello, the Pacific Hotel, was located between the tracks directly over the present day subway. This combination depot and hotel was built by the Union Pacific Railroad in 1883. At that time, although there were no surveyed streets, all trails led to the hotel--the most important building in Pocatello. In 1888 a townsite was established and one year later the streets were surveyed. One street perpendicular to the railroad led directly to the Pacific Hotel, and since this structure was the "center" of town, this avenue was called "Center Street." The attraction of the Pacific Hotel, the fact that there were no crossings for several blocks north or south of it, and the further fact that the railroad could be crossed at Center Street, focused business on this avenue.[2] First, commercial struc-

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[1]The railroad designates this area as the Central Industrial District (Intermountain Industrial Properties of the Union Pacific Railroad in Idaho, Utah, Wyoming, and Colorado [Chicago: Rand McNally and Co., 1941]).

[2]Only pedestrians crossed at Center Street. Vehicles

tures were built on east Center and later on west Center. Around 1890 it became the chief business thoroughfare in Pocatello, a position it held until about 1916. Since that date Main Street has been the chief commercial artery of the Business District. Today Center Street is favored not only by its long importance as a commercial section but also by the fact that its subway, completed in 1935,[1] is modern and convenient, whereas the Halliday subway is an archaic structure built in 1911-12, while the Gould Street viaduct is far from the center of the built-up area. Because of its central location the Center Street subway is, for the majority of people, the most direct route between the two sides of town. Moreover, between Fifth Avenue and Main Street it comprises part of that major highway U. S. 30 N.

As delimited in this dissertation the eastern portion of the Business District includes the five blocks on both sides of Center Street between First Avenue and Sixth Avenue. Besides the business houses, which occupy most of the land along Center, this area of twenty-seven acres includes some vacant land and some residences (Fig. 7). The Municipal Building at First and Center and the Bannock County Court House between Fifth and Sixth avenues--two important centers of public service work--are located in this section.

The western portion of the Business District includes a rectangular tract of approximately fifty-seven acres lying between the railroad zone and Garfield Avenue three blocks to the west, and extending from Whitman Street, three blocks south, to Haydon Street, five blocks north of Center (Figs. 7 and 8).

In this section the two blocks of Main, south to Bonneville Street, are built-up solidly with business houses. The Montgomery Ward and the Fargo-Wilson-Wells stores, two of Pocatello's leading commercial establishments, and the Whitman and Yellowstone hotels, and the Union Pacific Depot are prominent buildings in this area. Until recently the commercialized section

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crossed diagonally between Lander and Clark streets just north of Center. Other crossings were near Gould Street at the northern, and near Terry Street at the southern limits of town (Fig. 5).

[1]Previous to this date a viaduct crossed Center Street. Like the Halliday subway this structure also was built in 1911-12. In order to make room for the viaduct that Pocatello landmark, the Pacific Hotel, partly was demolished.

of south Main ended abruptly at Bonneville Street. No doubt the depot, located at the foot of this street one block east of Main, was a major factor attracting business to this section.[1] Today, however, there are a number of small concerns on Main Street between Bonneville and Whitman, but there is little commercialization south of Whitman (Fig. 7).

The first three blocks of Main Street north of Center also are well built-up with business houses. A large chain department store, Idaho's largest furniture store, and the principal theater in the city are leading concerns in this section. Between Fremont Street, at the northern end of this intensively used area, and Hayden Street, the northern limits of the Business District, commercial and other firms are interspersed with residences.[2] But even beyond Hayden numerous stores, gas and oil stations, tourist camps, and other establishments line Main Street to and even beyond the boundary of the city (Fig. 5).

That business should expand much farther north than south along Main Street is due to a number of factors. First, it will be recalled that north Main is a section of U. S. Highway 30 N, hence it is an ideal location for tourist camps and service stations. Secondly, some traffic to and from the territory north of the city also uses part of Main Street. This traffic passes over the Gould Street viaduct and the Pole Line Road west of Alameda, but some of it may use U. S. Highway 91 (Fig. 6). Thirdly, around 68 per cent of the 9,610 persons living on the West Side live north of Center Street. As a result the greater market in this section tends to pull business northward. On the other hand Main Street did not become a through highway to the south until early in 1940, while the antiquated Halliday subway is unpopular with city motorists.

Other segments of the Business District hardly less important than Main Street itself are the two blocks of Center

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[1]This depot was opened in August 1915. Before that date a section of the Pacific Hotel was used as a station.

[2]The Pocatello Police Department considers Hayden the northern limit of the Business District, because north of that street, at least until recently, less than 50 per cent of the street frontage was used for commercial purposes. Therefore, it has been taken as the boundary of the Business District as delimited in this paper, but it is not a well marked boundary.

Street between Main and Garfield Avenue, and the two blocks north and the two blocks south of Center along Arthur Avenue. The latter street is, after Main, the principal north-south highway on the West Side. The Federal Building and the Bannock Hotel are conspicuous structures on south Arthur. The near-by Carlson and Kane buildings are important centers of professional and other activities while the Elks Home and the Y. M. C. A. on north Arthur Avenue house two of Pocatello's leading social organizations. The splendid new million-dollar high school in the northwestern section of the Business District illustrates the significance of educational activities in the life of the community. Unfortunately the landscaped area surrounding the school is very limited. But Pocatello is fortunate to have Manson Park, a newly developed tract of about four acres lying north and south of Center Street between the Business District and the railroad yards (Fig. 5). It is rather unusual for a city to have a parked area such as this bordering its terminal district.[1] On the whole, however, park facilities in Pocatello are inadequate.

The Wholesale District.--As delineated in the accompanying map the Wholesale District includes approximately forty-five acres (Figs. 9 and 10). Some of this land is vacant, some of it is used for residential purposes, but in general it is occupied by commercial and industrial firms.[2] For the most part these business houses are located on First Avenue between Bonneville Street on the north and Humboldt Street nine blocks to the south, but some establishments also are on Second and Third avenues.

The Wholesale District has excellent connections with the trucking lines and railroad. All the leading truckers in the city have headquarters here, while several spur lines and the freight depot provide adequate railroad facilities (Fig. 10). Such connections are necessary because the assembling and distributing of large quantities of bulky goods is an important function of most wholesaling, bulk retailing, and manufacturing--all major activities in this district.

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[1]Eventually the city will extend Manson Park several blocks farther north and south of Center Street.

[2]The Union Pacific designates this area as the "Academy Industrial District" (Intermountain Industrial Properties of the Union Pacific Railroad in Idaho, Utah, Wyoming, and Colorado).

Here only part of the land is utilized with about seventy acres unoccupied. Most of this unused land is in the northern half of the addition, yet large vacant lots interspersed between many residences also are found in the southern half. Most houses in this addition are first class.[1] Within the past few years their number has increased rapidly because this is a desirable residential area whose chief assets are roomy surroundings, good soil for the raising of lawns and gardens, excellent water, near-by park and school facilities, and an atmosphere that has had most of its smoke and dust removed by the prevailing wind.

The section of the West Side north of the Business District along Main Street and Harrison Avenue has suffered from the commercialization of north Main and the proximity of the railroad plant (Fig. 5). In consequence the streets in this section do not have a high proportion of first class residences. This likewise is true of south Main and Harrison. In contrast the segment be-

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this area in 1914. On September 15 of that year the entire 116 acre tract was added to the townsite. Water is secured from a spring in Trail Creek Canyon. At the head of this spring, which supplies about 112,000 gallons per day, there is a 320 acre restricted area, hence the supply is very good, but it will not be adequate when the entire addition is occupied. Data furnished by Mr. Fred G. Caldwell of the Idaho Loan and Investment Company, Pocatello.

[1]In this study the houses of Pocatello and Alameda have been divided into four classes according to the outside appearance of the house and the condition of the lot on which the house stands. Equal weight was given to these two factors. The spacing and size of residence was not considered a criteria. First class houses exhibited excellent upkeep, that is they were well painted and well shingled and in every way indicated a good state of repair. Their grounds also were well kept with lawns, flowers, and shrubs. If a house showed excellent upkeep but the lawns and other landscaping were rather neglected, or if the conditions were reversed, then that residence comes in the second class. Where both house and grounds were not quite as well cared for as under class one the residence might come under second class or even under the third class, depending of course on the degree of neglect. A fine house with very ill-kept surroundings, or the opposite of this condition likewise could make a dwelling third class. Fourth class houses were badly in need of repair while in almost every instance their grounds had no lawn or other landscaping. From the criteria used here it is apparent that this is a subjective classification, hence the results might have differed slightly if another individual had done the mapping. But since this was not purely an urban study no attempt was made to secure a detailed classification; only a general picture of housing in and about the city was desired. And after almost four weeks of careful checking through the residential areas, during September 1940, it is believed that the results are more than reasonably accurate.

tween Arthur and Grant avenues and north of Wyeth Street is, on the whole, one of the most compactly built and finest residential areas in the city. The same can be said for the major portion of that section west of the Portneuf and south of Bridger Street. Here many of the houses have been adjusted to a rather steep terrain because, as the reader will recall, westward from the Portneuf the land in general rises rapidly to the foot of the bench.

In and near the West Side Business District a number of fairly large apartment buildings have been erected. Elsewhere rather small apartment houses are scattered widely. Two of the largest buildings were constructed between 1914 and 1918. Within recent years a number of medium sized structures of excellent quality have been erected. A considerable number of tenants in these apartment buildings are railroad employees who frequently are shifted from one section of the road to another. Since their length of residence in Pocatello is rather uncertain, some of these persons prefer to live in an apartment rather than invest in a house. Perhaps this is a factor contributing to the development of apartment buildings. As a result of this condition Pocatello possibly has a higher percentage of its citizens living in apartments than most cities of similar size.

Certain sections of the residential district on the East Side, including Alameda, show a greater contrast with one another than do sections of the West Side. That portion of the city east of Fifth Avenue and between the university and Lander Street is the largest area of fine residences in Pocatello (Fig. 5). Although one finds a number of second and third class residences scattered here and there the great majority of houses in this section are very attractive with beautiful surroundings. On the other hand the triangular area north of the East Side Business District, and west of Fifth Avenue, is a negro section with many poor quality houses and vacant lots (Fig. 5).[1] Indeed, this is the most undesirable residential area in the city. North and east of this colored district lies a section with a rather high percentage of foreign born people. This area is characterized by considerable unused land with generally a wide spacing of houses that are mostly of medium to poor quality. A somewhat better dis-

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[1] In 1940 there were 212 negroes in Pocatello. This was 1.2 per cent of the city's population (Sixteenth Census of the United States: 1940. Population--Idaho, Second Series, p. 83).

trict, yet one with numerous second and third class houses, lies west of Fifth Avenue and south of Center Street. In this section the lowest class residences are located, for the most part, near the Wholesale District, with the better houses on Fourth and Fifth avenues. In the extreme southern part of this section the dwellings along the circular driveways of the new Bremer Addition are all first class (Fig. 5).

In suburban Alameda most of the houses are located on a few streets with large sections of the village site either unoccupied or used for crops. To conveniently discuss this town one may segregate it into five segments that are divided from right to left by Jefferson, Washington, Monroe, and McKinley avenues.

East of Jefferson Avenue only a few streets have been laid-out.[1] Along these streets a number of homes have been built but on the whole the land in this section of the village is either in crops or is unutilized.

The rectangular segment between Jefferson and Washington avenues is the chief residential district of the community.[2] In this section the land is fairly well built-up, especially south of Walnut Street (Fig. 5). As a rule these residences are less attractive than most houses in Pocatello. One especially poor district lies to the north and west of Fairview Park. Here many houses are mere shanties.[3] In this section and elsewhere throughout the village lots in most cases are quite large, hence gardens are rather common. This is something one often does not see in Pocatello.

Most houses between Washington and Monroe avenues lie in the area bounded by Walnut and Elm streets. Large tracts of vacant property lie to the north and south of this section, while towards the north about two-thirds of the land also is in crops.

The built-up section between Monroe and McKinley avenues lies south of Maple Street. The houses in this compact area are mostly of good to medium quality. North of Maple the streets are

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[1] Up until about 1922 Jefferson Avenue rather than Monroe Avenue was the principal highway leading north from Pocatello.

[2] See p. 18, n. 1.

[3] Low land values have brought many low income persons into this section. Lack of a building code also has fostered this condition.

not laid-out but a number of widely spaced residences face McKinley Avenue. Most of the land in this section, however, is in crops.

A number of widely spaced houses are found in that part of the village west of McKinley Avenue but most land in this section is farmed.

The Richland Acres subdivision adjoins the northwest corner of Alameda (Fig. 5). In this subdivision houses range from very good to very poor in quality. For the most part they are spaced widely and surrounded by gardens and farm land.

As a rule the sixty foot streets have sufficient width for most of the residential areas in Pocatello and Alameda. Without undue expense to the taxpayers the city has been able to pave or asphalt many streets from curb to curb. Thus there isn't an unsightly growth of weeds along the avenues as one finds in many towns where wide thoroughfares make the cost of a complete hard surface covering prohibitive. But on the other hand in the Business District, and on other streets where traffic is heavy, the narrow avenues slow-up the movement of vehicles, make it difficult to find parking space, and add to the dangers and inconvenience of motoring and walking along the streets.

That such a condition should exist on these principal roads may be attributed to the fact that in Pocatello, as in most cities, there has been relatively little planning of development in terms of function. When the surveyor of the General Land Office laid-out the townsite in July 1889 he followed a standard pattern for laying out cities.[1] At that time, and for many years thereafter, the streets were wide enough for all traffic. With the advent of the automobile it became apparent that the principal thoroughfares could not handle adequately the increased number of vehicles, yet no effort was made to widen these avenues. Such a move now would be very costly because most of the land along the

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[1] "The streets were surveyed parallel or perpendicular to the Oregon Short Line Railroad. This was a very common practice at that time in the subdivision of townsites and was probably followed here for that reason. Streets 60 or 80 feet wide, alleys in each block 20 feet wide, and blocks 300 feet square were all standard practice. If the dimensions had been otherwise than standard or if the streets were not parallel to the railroad, we might well inquire as to the reason therefor, but in the circumstances we feel it is safe to say that the surveyor simply followed pattern." Letter from Mr. Clinton G. Tudor, Chief, Division of Surveys, Department of the Interior, General Land Office, October 16, 1940.

streets is built-up with residences, commercial houses, and other structures. This traffic problem could be solved in part by the development of new approaches to the city. Thereby some of the travel over the most congested streets could be diverted to other avenues. As matters stand now traffic enters and leaves the city chiefly over Fifth and Pocatello avenues and Main Street. Much of the traffic flow entering the city moves to Halliday and Center streets where it is broken-up. Obviously, if part of this movement could be separated outside Pocatello the congestion on the principal city streets would be somewhat alleviated. The completion of a through highway south from Main Street early in 1940 was a good move; another would be the construction of a viaduct over the railroad right-of-way a half mile south of town. The possibility of building an overpass at this point has been under consideration for some time. Such a structure would join south Main Street to Second Avenue and U. S. Highway 30 N and 91 (Fig. 6). Naturally this new entrance would eliminate some of the traffic over south Fifth Avenue and Halliday and Center streets. Part of the heavy movement over Main Street could be diverted to avenues farther west by the construction of a diagonal street directly west from the point where south Main leaves the city, and another south from the point where this same highway enters the city on the north. These streets could distribute West Side traffic in the same manner that Pocatello Avenue distributes East Side traffic. It is believed that these additional connections with the major highways, as here suggested, would enable Pocatello to function more smoothly. As a result it could better serve not only the city population but also the people in the surrounding territory who through their dealings with Pocatello stores, government agencies, and other organizations help materially to support the town. These improvements also should aid in securing additional trade from the rural areas of eastern Idaho.

CHAPTER III

THE POCATELLO REGION

Since the proper functioning of Pocatello as a center of transportational, commercial, and other types of work depends in large measure on the volume of business secured from the surrounding region, it is apparent that the scope and nature of its occupations closely are related to the productiveness of the territory it serves, and to its position in that territory.

The Pocatello hinterland, or section from which the city derives its chief support, includes approximately forty thousand square miles of southern Idaho (Fig. 1). This area will be called the Pocatello Region. It comprises the twenty-four counties in Idaho east of, and including Twin Falls, Gooding, Camas, Custer, and Lemhi counties (Fig. 3).

Seeing that Pocatello is the largest and most accessible city in this territory its influence is felt in all parts of the region, but to a much greater degree in some sections than others. Many Pocatello activities serve only part of the region. Some, however, serve territory even beyond this section, chiefly in adjoining parts of Utah, Wyoming, Montana, and western Idaho. But as a rule the service areas of most Pocatello business houses, government agencies, and other institutions do not extend beyond the section of eastern Idaho as delimited above. Because of this fact, therefore, this area has been designated as the Pocatello Region.

In terms of surface configuration the Pocatello Region consists of a large central plain bordered by highlands (Fig. 11). The central lowland--the Snake River Plain--lies in a great southward-bent semicircle across southern Idaho.[1] From Ashton, near

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[1]"Nearly half a million acres of the Snake River Plain consists of bare, broken, and fissured lava with practically no soil covering, and a still larger area consists of lava with a scant covering of wind-blown soil that ranges in depth from only a few inches to a foot. Considerable portions of the region, however, are underlain by soils of good depth, in some places six

Yellowstone National Park, to Bliss, near the western boundary of the region, this plain extends southwestward for a distance of 225 miles. It averages 60 to 80 miles in width and includes around fifteen thousand square miles. In its extreme northeastern part the Snake River Plain has an elevation of about 5,000 feet, but at the western boundary of the region it is only 2,500 feet (Fig. 11). On the north this lowland is bounded by the great mountain mass of Central Idaho with summits up to 10,000 and 12,000 feet. The southeastern part of this rugged area is furrowed by three long narrow parallel valleys whose longitudinal axis lie in a northwest-southeast direction. On the south and east the plain is limited by a much less rugged area. In this section numerous broad upland valleys are separated by ranges of 7,000 to 9,000 feet elevation.[1] Throughout this dissertation the section southeast of the plain will be called Southeastern Idaho while the territory north of the plain will be called Central Idaho.

Section 1. Population Distribution: Its Relation to Agricultural Resources

Unlike many other parts of the Intermountain West the Pocatello Region produces little mineral wealth. Its principal resource is agricultural land, hence its chief source of income is derived from the sale of products produced on this land. Since the territory includes extensive areas of mountainous terrain, and since precipitation is insufficient for the production of most crops, only a small part of the area is farmed.[2] Naturally this crop land is found largely in scattered patches near streams where irrigation water is available and where soil and other conditions are favorable. Naturally too, the population is comparatively dense in these intensively used areas. Indeed, most of the 250,000 persons in the Pocatello Region live in or near these irrigated

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to eight feet" (Stearns, Crandall, and Steward, op. cit., p. 23).

[1]Physiographically the Snake River Plain belongs to the Columbia Plateau Province. The area north of the plain is in the Northern Rocky Mountain Province while the territory southeast of the plain is partly in the Middle Rocky Mountain Province and partly in the Basin and Range Province (Nevin M. Fenneman, Physiography of Western United States [New York: McGraw-Hill Book Co., 1931], pp. 150, 183, and 326).

[2]Part of the land is dry-farmed.

sections with the greater proportion of the territory thinly settled and used for little other than livestock grazing.[1] It is evident, therefore, that the population pattern is related closely to the agricultural pattern (Figs. 2 and 3).

The Snake River Plain

It will be recalled that the agricultural settlements near the eastern and southern edge of the Snake River Plain are the most densely populated areas in the Pocatello Region. Farming developed here because the Snake River and its tributaries furnish abundant irrigation water for the broad areas of fertile and level land that lie near the river, whereas such a favorable association of water and land resources is not found elsewhere in the territory.[2]

Irrigation is necessary for agriculture in the Snake River country because the plain receives only 8 to 14 inches of precipitation annually (Table 2). But to the east and north of this lowland the upland valleys and foothills have 15 to 20 inches annually, and though records are lacking the high mountains probably receive from 30 to 50 inches during a year. Thus these highlands form a great water catchment area; they are the source of many streams of which the Snake is the greatest.

The water of the Snake River, which rightly has been called the "life blood of Idaho," has its principal source in the mountains of southern Yellowstone National Park and adjacent areas. After flowing southward for about 110 miles, and then northward 55 miles through the Middle Rocky Mountains, this south Fork of the river emerges into the Snake River Plain near the town of Rigby and flows first southwestward and then westward near the southern edge of the plain (Fig. 11).[3] Shortly after leaving the mountains

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[1]The population figures cited in this chapter were taken from the Sixteenth Census of the United States: 1940. Population—Idaho, First Series, pp. 4-10.

[2]For a generalized soil map giving the farm lands classified according to origin see The Farming Business in Idaho, Univ. of Idaho Ag. Exp. St. Bull. No. 151 (Moscow, Idaho: University of Idaho, 1927), p. 16.

[3]This "position has been forced upon it by the lava flows which cover the region between the present river and the northern edge of the plain and which have displaced the stream from its

TABLE 2

CLIMATIC DATA FOR THE POCATELLO REGION AND WESTERN WYOMING[a]

Station	Elevation (Feet)	Record (Years)	Average Annual Precipitation[b] (Inches)	Record (Years)	Average Length of Growing Season[c] (Days)
Afton, Wyoming...	6,225	16	17.66	24	49
American Falls...	4,341	35	13.35	30	107
Arco.....	5,318	26	9.58	22	94
Ashton.....	5,100	29	15.80	30	97
Challis.....	5,281	17	7.62	17	111
Gooding.....	3,572	21	9.72	21	123
Grace.....	5,400	24	14.17	23	111
Hailey.....	5,347	23	15.07	28	106
Idaho Falls.....	4,742	34	12.58	33	126
Jerome.....	3,893	15	8.41	14	155
Mackay.....	5,897	23	10.00	23	105
Malad.....	4,700	14	15.29	16	123
Montpelier.....	5,943	14	14.22	14	87
Moran, Wyoming...	6,770	18	21.17	20	43
Pocatello.....	4,477	31	13.81	32	160
Rupert.....	4,204	24	11.07	24	123
Salmon.....	4,040	20	9.00	24	113
Twin Falls.....	3,770	25	10.38	25	129

[a]Source: U. S. Department of Agriculture, Weather Bureau, Climatic Summary of the United States to 1930 (Washington: Government Printing Office, 1937), Secs. 6, Southern Idaho; 5, Northern Idaho; 12, Western Wyoming.

[b]Although these are average figures for the years indicated it is well to remember that precipitation from year to year may vary greatly from the average. Thus in 1924 Challis had only 3.19 inches of moisture, but in the following year it had 10.49 inches. In 1912 American Falls had 24.35 inches, but in 1924 it had only 6.18 inches.

[c]This includes the number of days between the last killing frost in spring and the first killing frost in autumn.

it is joined by its principal tributary, Henrys Fork, which drains the area north of the plain; and still farther down stream it is joined by the Blackfoot and Portneuf rivers which drain the mountains and valleys southeast of Pocatello.[1]

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ancient channel in the axis of its valley" (Stearns, Crandall, and Steward, op. cit., p. 5).

[1]The average annual discharge of these streams in acre feet

> . . . . But between the mouth of Henrys Fork, in the extreme northeastern part of the area, and the mouth of the Big Wood River near Bliss, in the southwestern part, a distance of about 250 miles measured along the stream, the Snake River does not receive a single surface tributary from the north.[1]

The streams flowing south from the Sawtooth and other mountains are "lost" in the porous basalt of the plain. Yet much of this water reappears as springs along the walls of the Snake River canyon.[2]

Extensive water storage facilities built along the Snake and several streams that empty into it, enables this large river to supply irrigation water for a tremendous area.[3] Of the 2,181,000 acres irrigated in the state 1,930,000 are served by the Snake River and its tributaries. About 690,000 of these acres are watered from the Snake direct.[4] This irrigated land is confined largely to a strip of territory eight to twelve miles in width on each side of the river, but only in certain sections along the river--sections where water was easiest to divert and where fertile land was available.[5]

It will be remembered that the irrigated country near the river, called the "Snake River Valley," is divided into two seg-

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is: South Fork 5,000,000, Henrys Fork 1,250,000, Blackfoot 218,000, and the Portneuf 217,000 (Ibid., pp. 2, 223, and 227).

[1] Ibid., p. 7.

[2] Through most of its course below American Falls the Snake River flows through a gorge. The springs in this canyon average about 4,000,000 acre feet annually (Ibid., p. 2).

[3] The principal storage reservoirs and their capacity in acre feet are: Jackson Lake, Wyoming, 847,000; Island Park, 127,000; Henrys Lake, 80,000; Blackfoot River, 413,000; American Falls, 1,700,000; Lake Walcott (Minidoka) 107,000 (Fig. 3). For a detailed discussion on these reservoirs see W. G. Hoyt, Water Utilization in the Snake River Basin, U. S. Geol. Survey Water-Supply Paper No. 657 (Washington: Government Printing Office, 1935), pp. 36-50.

[4] Irrigation statistics used in this chapter were taken from the Fifteenth Census of the United States: 1930. Irrigation of Agricultural Lands, pp. 116 and 120-123.

[5] The first diversions from the Snake River were made north of Idaho Falls in 1880. Here the river flows near the surface of the plain. As a result water was relatively easy to divert (Fenneman, op. cit., p. 241).

ous area is a large and prosperous farming country. Indeed, it is one of the finest irrigated sections in the western United States. During the summer months the widely spaced and in most cases well-kept farmsteads of the Twin Falls area are surrounded by luxuriant fields of diversified crops. The entire section reflects not only high fertility of soil and abundance of irrigation water and sunshine, but also skillful farm management. The territory is served by Twin Falls in much the same manner that Idaho Falls serves the Upper Valley.[1] In its tributary area, however, Twin Falls does not meet nearly as strong competition from Pocatello as Idaho Falls meets in the Upper Valley. In other words the distance factor has made the territory about Twin Falls a rather independent section within the Pocatello Region. It is an area from which Pocatello derives only a small measure of support.

With the exception of some dry farming in the neighbourhood of, and to the south of American Falls, the seventy miles of country between Pocatello and the Central Valley is almost uninhabited.[2] The area, nevertheless, holds promise for the future because some thirty thousand acres of land on the Michaud flat between Pocatello and American Falls are suitable for irrigation (Fig. 2). The possibility of enlarging the Fort Hall Irrigation Project so as to bring water to this undeveloped tract, long has been under consideration.[3] Probably this development will materialize in the not too distant future. Since Pocatello is the natural trade center for this level and fertile tract, the city will benefit immensely from this expansion, especially if white settlers are permitted to buy or lease the land.[4]

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[1]The Upper Snake River Valley presents much the same landscape as the Twin Falls section or the "Magic Valley" as it is called. But the latter area is possibly a slightly better farming country than the Upper Valley.

[2]During the period 1907-1915 many attempts were made to dry farm part of the country between American Falls and the Central Snake River Valley, but these efforts ended in failure because the area lacked sufficient moisture for this type of agriculture. Letter from Mr. A. E. Duke, District Agricultural Extension Agent, Pocatello, February 10, 1942.

[3]By constructing additional storage facilities on the South Fork of the Snake River water will be available for this project.

[4]The Michaud flat lies in the Fort Hall Indian Reserva-

The broad area of the plain between the agricultural settlements adjacent to the Snake River and the mountains of Central Idaho virtually is uninhabited (Fig. 3). "Though vegetation in one form or another covers much of the area, the desolate black lava flows, the drifting white sand dunes, and the bleak bare lake beds serve to impress upon the traveler the desert character of the country."[1] Indeed, few areas in western United States can match the desolation of parts of the Snake River Plain.

Southeastern Idaho

Although the section of Idaho south and east of Pocatello has a population of about thirty-six thousand, on the whole it is sparsely settled.[2] In general the people live near the Bear River because it is the largest source of irrigation water in this part of Idaho (Fig. 3).[3]

Bear River as it flows first toward the northwest and then southward across the southeastern corner of Idaho traverses the Bear River Valley, Gentile Valley, and the northern part of Cache Valley (Fig. 11).[4] Between Soda Springs and Bear Lake, in the first named valley, there is a population of nine thousand, but the majority of people live in the neighbourhood of Montpelier and along the western shore of Bear Lake.[5] In this section about

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tion. About eight thousand of the thirty thousand acres included in this Michaud area have been alienated to whites. These people also have leased much of the remaining area. For an examination of this problem see U. S. Soil Conservation Service in Cooperation with the Bureau of Indian Affairs, op. cit.

[1]Stearns, Crandall, and Steward, op. cit., p. 6.

[2]This area includes Bear Lake, Caribou, Franklin, Oneida, and that part of Bannock County southeast of Pocatello.

[3]In 1929 the area in Southeastern Idaho irrigated from the Bear River totaled 161,000 acres.

[4]The section about Bear Lake frequently is called the "Bear Lake Valley," while that territory between Montpelier and Soda Springs is known as the "Bear River Valley." In this dissertation both these areas will be called the Bear River Valley.

[5]Since 1915 this lake has been used as a storage reservoir for Bear River Water. Diversion from the river into the lake is made through a canal. During the irrigation season this water is pumped back into another canal and returned to the river.

fifty-five thousand acres are irrigated. Large tracts also are dry farmed while the adjacent mountains are grazed extensively by livestock. Montpelier, a town of 2,800 population, is the principal city in this part of Idaho. It lies at the junction of two highways; it also is a shipping point on the Union Pacific Railroad (Fig. 1).[1] Soda Springs is another important town along this line. As the major outlet for the extensive range lands north of the Bear River it long has been noted as a livestock forwarding station and as a source of supplies for cattle and sheep outfits. After the Bear River turns south, a short distance west of Soda Springs, it passes through Gentile Valley (Fig. 11). The four thousand persons living in this section reside mostly on widely scattered farmsteads. Irrigation farming is of some importance in Gentile Valley, especially along the Bear River bottoms where considerable hay is raised. Much of the valley floor, however, is too hilly to irrigate, hence extensive areas are dry farmed. Farther south in Cache Valley a more compact agricultural settlement of ten thousand persons has developed around Preston (Fig. 2). This town of 4,250 inhabitants is located on U. S. Highway 91, in the midst of a fifty-three thousand acre irrigated tract. It also is served by two railroads.[2] Because of the strong local position of Preston, and the proximity of Logan, Ogden, and other Utah towns, Pocatello derives relatively little support from this part of Idaho.[3]

The Malad Valley, twenty miles west of Preston, has about four thousand inhabitants. Agriculture here is based on thirteen thousand acres of land irrigated from the Little Malad River, and on associated dry farming sections (Fig. 2). Malad, the principal town in the valley with 2,700 population, is on the most direct highway from Salt Lake City into eastern Idaho and Montana.[4] It

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[1]These highways are U. S. 30 N and 89.

[2]Preston is the northern terminus of the Cache Valley branch of the Union Pacific Railroad. Since 1913 a small electric line, the Utah-Idaho Central, has been operating between Preston and Ogden, Utah.

[3]Seeing that this area was first settled by overflow population from Utah, and seeing that it is close to Salt Lake City and Ogden, it always has looked more to Utah than to Idaho.

[4]This is U. S. Highway 191. It is an alternative route to

also is on a branch of the Union Pacific. The intervening valleys between Malad and American Falls, sixty miles to the northwest, have no water for irrigation but as soil conditions are favorable for dry farming this type of agriculture is wide-spread, but supports only a sparse population.

About fifty-six hundred persons live in the narrow Portneuf Valley between Pocatello and a point twelve miles north of Lava Hot Springs, and in Marsh Valley south of Inkom to Downey. In this area water from the Portneuf River and Marsh Creek is used to irrigate several thousand acres, while much of the bench and hill land is in dry farms (Fig. 2). The few small towns in this section are located along highways U. S. 30 N and 91. One of these communities, Lava Hot Springs, is a popular health and pleasure resort, but McCammon, Downey, and the other towns are chiefly trade centers for the surrounding farm and range areas.

Central Idaho

The agricultural resources of the country north of the Snake River Plain are extremely meager because the valleys of the high Sawtooth and other mountains are narrow and steep (Fig. 11). Accordingly the eighteen thousand persons scattered throughout this territory live largely in the broader sections of the principal river valleys.[1] Not only the small patches of irrigated land are utilized in this area, but also the forage and timber resources of the mountains. At various places along these streams the valleys broaden into basins five to ten miles wide. "At Salmon and extending up the Lemhi Valley is a large basin, flat and fertile, with an area of 250 to 300 square miles."[2] The population in this section is five thousand, but almost half these persons live in the chief trading point of Central Idaho--Salmon City. Farther south the agricultural settlements along the Pahsimeroi River include six hundred persons. About one thousand live in and around Challis where there is a "basin 10 to 15 miles in diameter with arms extending 10 to 15 miles up tributary streams."[3]

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that section of U. S. Highway 91 between Brigham City, Utah and Downey, Idaho, via Cache Valley.

[1]This figure includes the population of Butte, Blaine, Custer, Camas, and Lemhi counties.

[2]Fenneman, op. cit., p. 192. [3]Ibid., p. 191.

The valley of the Big Lost River southeast of Challis is a fairly important agricultural area. "In the section of the valley about Mackay the irrigated area comprising about ten thousand acres consists principally of wild hay meadow lands devoted to raising livestock."[1] Below Mackay about thirty thousand acres are irrigated (Fig. 2). Some three thousand persons live in this territory, but they are not all dependent on farming because mining is of some importance in the vicinity of Mackay.[2] The four thousand persons living near the Big Wood River in the territory about Bellevue, Hailey, and Ketchum are engaged in farming and livestock ranching, but here too, part of the population secures its livelihood from mining, while in recent years the tourist trade has become a source of income because the famous Union Pacific Sun Valley resort at Ketchum brings many visitors to this area.[3] Farther west the Camas Prairie, along Camas Creek in the neighbourhood of Fairfield, has become the largest dry farming section of Central Idaho with a total population of only fourteen hundred (Fig. 2).

Section 2. Agricultural Production in the Farming and Range Areas

The farm land of the Pocatello Region produces a wide variety of agricultural commodities and many thousands of livestock. In large measure this production is exported to markets in the middle western and eastern states and to the Pacific coast. It has been necessary to develop these outlets because the limited local markets can use but a small proportion of the total output. Difficulties in disposing of crops and livestock has resulted in the growth of numerous cooperative associations. These organizations handle a sizeable volume of exports from the region, however, crops and livestock also are sold in various other ways. This production of the farm and range areas moves to market by rail and truck. As the chief transportation center of southern Idaho, therefore, Pocatello plays a vital role in the marketing process.

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[1] Stearns, Crandall, and Steward, op. cit., p. 243.

[2] J. B. Umpleby, Geology and Ore Deposits of the Mackay Region Idaho, U. S. Geol. Survey Professional Paper, No. 97 (Washington: Government Printing Office, 1917).

[3] J. B. Umpleby, L. G. Westgate, and C. P. Ross, Geology and Ore Deposits of the Wood River Region Idaho, U. S. Geol. Survey Bull. No. 814 (Washington: Government Printing Office, 1913).

Production in the Snake River Valley

Because of extremely favorable soil and climatic conditions and an abundance of irrigation water, the agricultural sections in the Snake River Valley generally are more intensively farmed, produce a wider variety of crops, and hence are more prosperous than the irrigated areas north and southeast of the plain. Indeed, the agricultural leadership of the Snake River Valley in the Pocatello Region is pronounced.

Although the farmers in this valley grow many crops that are common to the Intermountain West, they naturally specialize in raising a few crops that they believe "will yield the largest net returns with the resources on hand."[1]

As in many parts of the west the leading crop in acreage is alfalfa hay.[2] This significant position of alfalfa in the farming system illustrates in a fine way an adjustment to the climatic and economic conditions of the area. In the first place alfalfa grows well in an arid climate. Naturally it produces best when it is grown on good soil and has an abundance of water, but it also is grown to some extent on the dry farms. Secondly, since alfalfa is a leguminous crop it builds up the soil fertility for cash crops such as sugar beets and potatoes. This is in fact the principal reason for growing the crop. Alfalfa also fits well into a rotation with cash crops, and since it is not cultivated it holds the soil well and, therefore, is a good crop to plant on land that is subject to erosion. However, "alfalfa acreage decreases as soils are built-up and as cash crops prove more attractive."[3] Thirdly, alfalfa is a labor saver since after one planting it will produce for three to four years.[4] Finally, alfalfa is an excellent livestock feed. When it is used by animals it can be marketed in the form of meat and livestock products such as cheese and but-

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[1] The Farming Business in Idaho, p. 5.

[2] In most European countries this plant is called "Lucern."

[3] Neil W. Johnson and Harold A. Vogel, Types of Farming in Idaho, Univ. of Idaho Ag. Exp. St. Bull. No. 208 (Moscow, Idaho: University of Idaho, 1934), p. 31.

[4] At one time alfalfa would continue to produce for fifteen years or more before replanting, but disease has shortened this period.

ter. These commodities, which are processed at Pocatello and other towns throughout the region, are not nearly as bulky as alfalfa hay. Since they are worth much more per unit of weight than the alfalfa they can pay the cost of a long shipment to market whereas the hay could not.

The use of alfalfa to feed livestock also shows the close association between the irrigated and range sections. Without alfalfa to feed during the winter months the territory could not handle the large number of animals that it supports today. As a result the extensive areas of range land could not be utilized as thoroughly as at present. On the other hand without the large number of range and farm animals the farmers would have to grow less alfalfa and other hay crops, hence their cropping system would suffer accordingly. With these advantages then it is not surprising that in 1939 around 30 per cent of the irrigated crop land harvested in the Snake River Valley was planted to alfalfa.[1]

Aside from alfalfa the leading crops are cash crops such as white potatoes, sugar beets, wheat, field beans, and peas. In fact these crops are so important in the farming system that 60 per cent of the farms in the Snake River Valley are classified as crop-specialty farms.[2] Most of them have 80 to 120 acres and are "characterized by utilizing most of the farm land for crop production with relatively small amounts in pasture or waste."[3] The growing of cash crops on much of the irrigated land, and especially on the best land, is an adjustment to high production and marketing costs for only by emphasizing crops with a comparatively high value per unit of weight, such as cash crops, can farmers pay expenses and at the same time be quite certain of a fair return on their investment. In general the same crops are grown in the Upper Valley as in the Central Valley, but one section will stress the production of certain crops more than the other. In the Upper Valley, for example, potatoes, sugar beets, and seed peas are fa-

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[1] Approximately 62 per cent of the alfalfa acreage in the Pocatello Region in 1939 was in the Snake River Valley.

[2] "A crop specialty farm as defined by the census of Idaho would obtain 40 per cent of the value of all farm produce from one or more of the following crops: sugar beets, soybeans, ripe field peas and beans, hay, white potatoes, and other minor field crops" (Johnson and Vogel, op. cit., p. 26).

[3] Ibid., pp. 28-29.

vored, whereas in the Central Valley wheat, field beans, potatoes, clover seed, and sugar beets are emphasized.[1]

The most significant cash crop, and one for which Idaho is especially famous, is the white potato. In 1939 the Snake River Valley produced 86 per cent of the total potatoes harvested in the state.[2] The leading section in that year was the Upper Valley where 16 per cent of the irrigated cropland harvested was in potatoes, but the Central Valley also was a big producer.[3] Although the abundant water supply, the sandy loam soils, and generally cool nights favor potato production in this part of Idaho,[4] in some years the crop is injured by unseasonal frosts.[5] Nevertheless, the Snake River Valley annually exports about thirty thousand cars of potatoes.[6] Since this potato trade is an important item in the total freight movement of the region it helps materially to support the Pocatello transportation industry. Furthermore, part of the money farmers receive from the sale of this crop is used to purchase merchandise from Pocatello commercial houses and manufacturing firms, or to secure other services provided by the city. Although some potatoes are marketed through farmers cooperative associations, the greater part of the crop is handled by dealers who work out of Idaho Falls, Burley, Twin Falls, and other cities. Potatoes exported from the region move largely by

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[1]Paul A. Eke and Neil W. Johnson, Profitable System of Farming for the Idaho Falls Area, Univ. of Idaho Agr. Exp. St. Bull. No. 198 (Moscow, Idaho: University of Idaho, 1933).

[2]Sixteenth Census of the United States: 1940. Agriculture--Idaho, First Series, pp. 32-35.

[3]In 1939 the Upper Valley produced 12,830,000 bushels of potatoes and the Central Valley, 10,100,000 bushels (Ibid., pp. 32-35).

[4]O. L. Mimms and George W. Woodbury, Markets and Market Preferences for Idaho Potatoes, Univ. of Idaho Agr. Exp. St. Bull. No. 231 (Moscow, Idaho: University of Idaho, 1939), pp. 5-6.

[5]On the average, loss from unseasonal frosts does not occur more frequently than two or three times in a ten-year period.

[6]Car loadings in 1939 were 31,371 ("Car-lot Shipments of Fruits and Vegetables in Idaho During 1939" [Washington: Bureau of Agricultural Economics, 1940]). (Hectographed.)
Most of these cars pass through Pocatello. The growth of this potato traffic is evidenced by the fact that the Pocatello Tribune of March 5, 1912 states that during the year 1911 only 2,162 cars of potatoes passed through Pocatello.

rail to middle western and eastern states but some shipments go to the Pacific coast also.[1] In these markets "the enviable reputation of the Idaho potatoes is based almost entirely on the Netted Gem or Russet Burbank."[2] This variety especially is well known for its baking qualities. Only by stressing the production and marketing of a high quality product have the Idaho farmers been able to dispose successfully of their large crops.[3]

Seeing that potato production is so important in this area it is not surprising that the Union Pacific Railroad and various Idaho civic organizations have spent large sums to advertise the crop. Recipes using Idaho potatoes, for example, are publicized on morning radio broadcasts sponsored by the railroad company. Then, too, during the pre-Christmas weeks, chamber of commerce groups and other organizations carry on a campaign in which Idaho people are urged to send attractive gift boxes of potatoes to friends and relatives living in other states. Annually several thousand boxes are distributed widely. Furthermore, within the past few years tourists passing out the west entrance of Yellowstone National Park have received gift boxes of Idaho potatoes. Naturally these activities have helped to spread the fame of this commodity. Idaho farmers, merchants, transportation workers, and others thereby have benefited.

The Snake River Valley, like many other irrigated sections in western United States, raises a large crop of sugar beets. The production of this crop in Idaho started about 1904. Approximately 9 per cent of the irrigated cropped land in the Upper Valley in 1939 was planted to beets with a production of 313,000 tons.[4] About this same tonnage originated in the Central Valley, but

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[1] In the ten years from 1927 to 1936 almost 60 per cent of these potatoes were marketed in Illinois, Missouri, Texas, and Ohio. Of the potatoes marketed in the west over 98 per cent went to California (Mimms and Woodbury, op. cit., p. 8).

[2] Ibid., p. 5.

[3] Cull potatoes are held within the territory and used primarily as livestock feed.

In the nine years 1929 to 1937 inclusive only about 80 to 85 per cent of the crop was shipped to market. The remainder were either lost through decay, fed to livestock, used by the farm family, or saved for seed (Ibid.).

[4] Sixteenth Census of the United States: 1949. Agriculture--Idaho, First Series, pp. 32-35.

yields here were much higher than in the Upper Valley. In 1939 only forty-six thousand acres were planted to beets in these major producing areas. Though this was a small acreage the crop is important to the region in a number of ways. In the first place the farmer knows before planting that he will receive a certain price for his beets, because in order to grow them he must sign a contract with the sugar company. This concern largely supervises production and in the autumn pays the farmer a lump sum for his crop. In the second place, beets fit well into a crop rotation. To successfully raise them the land must receive the best of care. As a result it is in excellent condition for the crops that follow. In the third place, such by-products as beet pulp,[1] and the beet tops that are left on the field after the beets are hauled, are valuable livestock feeds. In the fourth place, the production of beets requires a large amount of labor. Some of this is supplied by the farm family but hundreds of additional hands receive extra work during the spring thinning the final harvest. In the fifth place, thousands of dollars are paid in taxes each year by the sugar companies, while additional large sums are spent for supplies. Finally, the movement of beets to the factories and the export of sugar furnishes the railroad considerable business. That Pocatello benefits from shipments of this and other crops during the autumn months, of course, is reflected in increased city payrolls at that time of year.

Southern Idaho is a major bean producing area in the United States. Field beans are raised largely in the Central Valley and particularly in Twin Falls and Jerome counties where they have been an important crop since about 1917.[2] By 1939 they were planted on a fourth of the cropped land in this section.[3] In that same year production in these counties was two million bushels or 81 per cent of the total crop harvested in the state. It is obvious, therefore, that the Central Snake River Valley has favorable natu-

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[1]The sliced beet after the sugar has been extracted.

[2]R. E. Brossard and Ralph S. Bristol, Bean Production in Irrigated Sections of Idaho, Univ. of Idaho Ag. Exp. St. Bull. No. 68 (Boise: University of Idaho Extension Division, 1928).

[3]The average annual production in Twin Falls County runs around sixty-five thousand acres of all varieties. Letter from D. T. Bollingbroke, County Extension Agent, Twin Falls County, Twin Falls, December 29, 1941.

ral conditions for bean production. This crop, like alfalfa, aids in building up the soil, and since it has a fairly high specific value, and since, as in the case of wheat, it is non-perishable, it also is easy to store and transport.[1] Cull beans, like poor quality potatoes, are used locally as livestock feed but most of the crop is sold through a cooperative association to a nation-wide market. This also is true of seed peas. Though raised in many parts of the Snake River Valley this crop is especially significant in the country north of Pocatello.

Although wheat and other small grains are grown to some extent throughout the Snake River Valley the greatest production comes from the dry farming sections that lie beyond the irrigated tracts (Fig. 2). This type of farming, however, will be considered at a later point. Family orchards are distributed widely throughout the Snake River Valley, but fruit farms are of importance only in Twin Falls County where about a fourth the acreage in fruit trees is devoted to apple production.[2]

In order to maintain a well balanced agriculture the great majority of farmers in the Snake River Valley, as in most other irrigated sections of the intermountain country, raise some livestock. Thus in 1939 about 84 per cent of the farms had dairy animals.[3] On the Twin Falls and Minidoka irrigation projects there are quite a number of dairy farms, but most enterprises here, as well as in the Upper Valley, have only two to six dairy animals which in most cases is sufficient to supply the family needs and permit the sale of a small surplus that is shipped to Pocatello and other towns and manufactured into cheese, butter, and other products. "Beef cattle are of but little significance in crop-specialty farms except those feeders which are utilized during the winter months to furnish a market for surplus hay and farm by-products."[4] In 1940 about 66 per cent of the Snake River Valley farms reported some hogs.[5] For many of these enterprises this

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[1] The Farming Business in Idaho, p. 46.

[2] Johnson and Vogel, op. cit., p. 42.

[3] Sixteenth Census of the United States: 1940. Agriculture--Idaho, First Series, pp. 22-25.

[4] Johnson and Vogel, op. cit., p. 36.

[5] This figure includes the number of pigs and hogs over

is quite an important sideline. Only 23 per cent of the farmers had sheep, however, poultry production on a small scale was quite common. By maintaining this livestock, farmers of course can utilize alfalfa and other hay crops and by-products such as beet tops, beet pulp, silage, cull potatoes, and bean and pea straw, and at the same time build-up soil fertility. But the animals owned on the farms of the Snake River Valley cannot utilize all this cheap feed, hence thousands of stock from the near-by ranges are brought into the area and fed during the winter months.[1] Many of these animals are feeder stock that are to be fattened for market. Other animals are fed in order that they may pass through the winter in good condition. This feeding, it will be recalled, illustrates the close relationship between the irrigated sections and the range country; in fact it shows the interdependence of the one area on the other.

Production in Other Parts of the Pocatello Region

With the exception of a few areas, crop production on the widely scattered patches of irrigated land in the valleys of Southeastern and Central Idaho is rather restricted by a short growing season resulting from the highland character of much of this territory (Table 2).

Because of good natural conditions, Franklin County is one of the most favored agricultural sections (Fig. 2). In various ways it is similar to the Snake River Valley. Like the Twin Falls area, Franklin County produces many sugar beets while dairying is a leading industry, but unlike the Snake River Valley it is not an important potato section. The small irrigated tract in Malad Valley west of Franklin County also raises diversified crops. In the above areas, as on the Snake River Plain, the growing season usually lasts from 120 to 130 days. In such sections as the Bear River Valley between Montpelier and Soda Springs, and in the valleys of the Lemhi and Salmon rivers in Central Idaho, the frost free period generally lasts only 85 to 115 days (Table 2 and

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four months old on April 1, 1940. The leading producers in the Pocatello Region were Twin Falls, Bonneville, Bingham, and Jefferson counties.

[1] In the winter of 1930, for example, around 60,000 head of range sheep and some 25,000 feeder lambs were fed on the Minidoka Project (Johnson and Vogel, op. cit., p. 40).

Fig. 11). As a result agricultural production in these highland sections is limited chiefly to the hardier crops such as hay, the small grains, and garden vegetables.

A large part of the irrigated acreage in Bear Lake County consists of low-lying meadows whose natural grass is partly grazed and partly cut for hay.[1] Other leading irrigated crops are alfalfa and potatoes. On the hills and benches fairly good yields of wheat and barley are secured from dry farm land, but often the crop is damaged by frost and drought. As oats are well adapted to cool summer weather they are planted widely in these upland valleys.

Many stock ranches of five hundred to fifteen hundred acres are found in Bear Lake and Caribou counties as well as in the territory north of the plain.[2] These units must be large because production per acre usually is very low. Some of this ranch land produces hay that is fed to cattle and sheep during the fall and winter months, but much of it is so rough that it can be used only for pasture, which is grazed during the summer.[3] At this time of year many stockmen also lease near-by National Forest or privately owned range land in the mountains. These "range cattle and sheep are the only industries that can utilize the millions of acres of waste land, forest reserves, and range areas of low rainfall."[4] They turn this forage into meat, wool, hides, and other products. "In some areas stockmen endeavor to raise enough feed to see their stock through the winter; other operators depend entirely on utilizing the surplus hay and low grade products of cash-crop farmers on the nearby irrigated projects,"[5] where the significance of feeding range animals already has been noted. However, many sheep men take their flocks to the deserts of Utah and Nevada. During

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[1] In 1939 Bear Lake, Bannock, Caribou, Lemhi, and Custer counties produced 47 per cent of the Idaho wild hay crop. Bear Lake County was by far the largest producer with 21,604 tons (Sixteenth Census of the United States: 1940. Agriculture--Idaho, First Series, pp. 32-35).

[2] Johnson and Vogel, op. cit., pp. 59-64.

[3] As winters frequently are very long and often severe it is rather expensive to feed livestock in these upland areas.

[4] The Farming Business in Idaho, p. 107.

[5] Johnson and Vogel, op. cit., p. 61.

rather mild winters it may be unnecessary for these stockmen to feed their animals, but if the winter is severe some grain or other concentrated feed must be fed, otherwise severe losses may result. Usually the desert areas mentioned above have less precipitation and warmer winters than the Snake River Plain. Consequently, the latter area, like the foothills and high valley lands that border it, is utilized chiefly for early spring and late autumn range. On this plain "much of the uncultivated area . . . . supports considerable native vegetation . . . . which is valuable for grazing."[1] For those sheep men who winter in the Snake River Valley it is fortunate that there should be a large desert area near-by. Upon emerging from the feed lots and lambing sheds in the early spring months they can spend several weeks in grazing the cheap feed of the desert. In the latter part of April or May flocks begin their trek to the summer ranges which may be any where from 50 to 150 miles from the winter quarters. From the middle of June until September these animals utilize the summer grazing areas. Thereafter, until snow forces them into the feed yards, which may be some time in December or January, but which depends of course on the severity of the winter, these flocks pasture on the lower foot hills and on the Snake River Plain.[2]

The development of dry farming methods has made it possible to secure additional wealth from the land in the same manner that the technique of irrigation farming has enabled man to turn once barren desert wastes into productive agricultural sections. By using dry farm methods vast areas with a good soil, but without irrigation water, have been utilized. Thus the agricultural resources of the region have been augmented.

With the exception of a large block of dry farm land on the Camas Prairie, north of Gooding, all major dry farming sections in the Pocatello Region lie east and south of the Snake River Plain. The location of most of these areas already has been cited. The leading section is the Rexburg Bench, situated on the edge of the Snake River Plain east of Rexburg (Fig. 2). Dry farming started here about 1898. In this as well as in the

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[1] Stearns, Crandall, and Steward, op. cit., p. 25.

[2] In the old world the annual migration between the ranges is called "transhumance."

other areas wheat is by far the most important crop, but other small grains, and alfalfa and alfalfa seed also are produced in small quantities. "Most of these cash-grain farms are less than 500 acres in size."[1] In a number of localities they are somewhat larger. On the Rexburg Bench farms have from 425 to 475 acres, in Power County they average 175 acres, but in Oneida County the average enterprise has 560 acres. They generally are much larger than irrigated farms because half the land always is in fallow. Then, too, yields usually are low, hence income per acre is much less than on irrigated land. Only by using machinery and thus reducing labor costs have farmers been able to operate successfully these large tracts. If a man has no land other than his dry farm the size of his enterprise will be in most cases larger than where he operates a dry farm in connection with irrigated land. Such a combination is rather common where the two types of land are found close together. Although some wheat producers sell directly to grain dealers, much of the crop is handled by cooperative associations. One large cooperative organization, for example, operates numerous country storage elevators throughout eastern Idaho and a large million-bushel terminal elevator at Ogden, Utah. No doubt the development of cooperative associations such as this has done much to solve the difficult problem of how farmers in the intermountain country can market their crops best.

Section 3. The Transportation Pattern

The transportation pattern of the Pocatello Region is made up of rail-lines, highways, and airlines. All major centers are served by the railroad (Fig. 1). These same cities and many smaller communities are on the principal highways, while hundreds of small farming and ranching areas are tied to the main highways and to the railroad by secondary and unimproved roads. Only Pocatello and Idaho Falls have air transportation.

The topographic features of the region have influenced profoundly the development of the railroad and highway pattern, but the first to a much greater degree than the latter. The location of agricultural settlements, mining towns, and natural scenic areas in like manner has affected the growth of this pattern. On the whole this system serves adequately most of the people in

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[1] Johnson and Vogel, op. cit., pp. 21, and 22-26.

eastern Idaho. Since 72 per cent of the people in the Pocatello Region live in the Snake River Valley, and since the lay of the land in this section offers little hindrance to railroad and highway construction, it is only natural that this area should have the best transportation facilities in the region. Elsewhere the pattern is much less developed. In fact many hundreds and even thousands of square miles are long distances from the rail-lines and have few roads. Obviously this condition retards the development of part of the region, but due to the physical nature of the area the population throughout much of eastern Idaho is not now, nor will it perhaps ever be dense enough to support the construction of first class highways.

Railroads

The reader will recall that the one railroad serving southern Idaho--the Union Pacific--has two main lines across the state.[1] One line extends north from Salt Lake City to Butte, Montana, while the other runs west from Granger, Wyoming to Portland, Oregon.

The line from Salt Lake City follows the western base of the Wasatch Mountains to a point where the Bear River has cut through this range. After traversing the Bear River narrows the line proceeds northward through Cache Valley and Red Rock Pass to McCammon, 23 miles southeast of Pocatello, where it joins the line from Granger (Fig. 1). This latter section of the road enters Idaho about 20 miles southeast of Montpelier, follows the Bear River Valley for about 55 miles, crosses the northern section of Gentile Valley, and then by way of the winding Portneuf Valley passes through the Portneuf Mountains to McCammon (Fig. 11).[2] From this town into Pocatello the two lines are parallel.

From Pocatello the road to Butte proceeds 52 miles northeasterly along the edge of the Snake River Plain to Idaho Falls. After crossing the Snake River at this point it runs almost due north over the plain to the Beaverhead Mountains where it crosses

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[2]That all facilities associated with a railroad junction point are located at Pocatello, rather than McCammon, will be explained in the following chapter.

the continental divide into Montana by way of Monida Pass. From Pocatello the line to Portland runs 25 miles in a southwesterly direction to American Falls where it crosses the Snake River and continues almost due west over the desert and well to the north of the major portion of the Central Snake River Valley. About 140 miles from American Falls the road swings northwest to the agricultural settlements in the Boise area (Fig. 1).

Many agricultural sections, mining towns, and areas with special scenic value that are not on or near the main lines are connected to them and thus to Pocatello by numerous branches. Five principal branches may be noted. One runs 106 miles northeasterly from Idaho Falls to West Yellowstone, Montana. This road, completed in 1909, serves not only the extensive summer tourist trade to Yellowstone National Park, which is the greatest natural wonderland in this part of the Intermountain West, but also the large agricultural section of the northern Snake River Valley.[1] This service area was extended farther in 1912 when a branch was built into the Teton Basin. From Blackfoot a line runs 86 miles northwesterly across the plain to Mackay. This branch was completed in 1901 in order to provide facilities for the export of copper and other metals mined in the Mackay area, but it also aids in the shipment of agricultural commodities produced in the sparsely settled country thereabouts. At Minidoka, 38 miles west of American Falls, a branch built in 1904-1905, runs southwesterly to the large irrigation projects of the Central Snake River Valley (Fig. 1). At Rupert, 13 miles from Minidoka, this line branches. One road crosses the Snake River to Burley and proceeds almost due west 40 miles to Twin Falls. From here it extends south to Wells, Nevada, where it joins the Western and Southern Pacific railroads.[2] The line south from Twin Falls was built in 1910. It is known both as the "Rogerson Cut-off" and the "Wells Gateway." The branch west from Rupert was constructed in 1909 to serve the communities north of the Snake River.

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[1]The section of the line north to St. Anthony was finished in 1900.

During the summer of 1941 the Union Pacific carried 7,962 passengers to the west entrance of the park ("Yellowstone National Park 1941 Travel Season--Report to Press"). (Mimeographed.)

[2]Union Pacific trains operate over the lines of the Southern Pacific between Ogden and Oakland, California.

It joins the main line at Bliss, 75 miles west of Minidoka. Another branch, built in 1882-84, connects Shoshone with Hailey and Ketchum 70 miles to the north. This line originally was built to serve the Hailey mining country.

Several of these branch lines have freight and passenger service throughout the year; others have service only during the summer months. Summer passenger travel into West Yellowstone already has been noted. Between approximately September 12 and June 20 this service is discontinued. Since they handle a small volume of traffic, the Teton Basin and Mackay lines are not profitable to operate.[1] The same may be said for numerous other branches in southern Idaho. On the other hand the lines through the rich farming country of the Central Snake River Valley possibly are operated at a profit because they handle a sizeable volume of freight, principally agricultural commodities; however, they haul few passengers. Inasmuch as the Sun Valley resort at Ketchum never is closed, the branch north from Shoshone has passenger service throughout the year, but it carries little freight.

Highways

To a large degree the pattern of principal highways coincides with the railroad pattern, but since highways need be adjusted less to topographic features and hence are not as expensive to build as rail-lines, they extend into many areas not served by the railroad.

The major east-west highway across southern Idaho is U. S. 30, popularly known as the Lincoln Highway. Through part of the intermountain country this road has a north and a south branch. From Granger, Wyoming, where the two roads separate, the northern section of this highway follows the same route as the Union Pacific as far west as American Falls. From this point the highway continues southwest to Burley in the Minidoka Irrigation Project where it joins U. S. 30 S. The latter road, after passing through the Wasatch Mountains by way of Weber Canyon, turns north at Ogden and continues on to Tremonton, Utah where it veers to the west. Near Strevell, 58 miles southeast of Burley, this

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[1] Why the railroad continues to operate unprofitable branch lines will be explained in chap. v.

highway enters Idaho (Fig. 1).[1] West of Burley U. S. 30 passes through Twin Falls and continues on to Boise and Portland.

The main north-south road, U. S. Highway 91, extends from Los Angeles and Salt Lake City into Montana. This highway enters Idaho near Preston in northern Cache Valley. From Red Rock Pass, about 21 miles northwest of Preston, it parallels the Union Pacific through Pocatello, Idaho Falls, and Monida Pass into Montana (Fig. 1). At Idaho Falls U. S. Highway 191 branches to Yellowstone National Park. Another branch of this main north-south route, which also is called U. S. 191, runs almost due north from Brigham City, Utah through the Malad Valley and on to join U. S. Highway 91 at Downey, 28 miles northwest of Preston.[2] In the densely populated Snake River Valley these main highways are used heavily; elsewhere the volume of traffic is much lighter (Fig. 12).

The greater part of Central Idaho is tied to Pocatello and the Upper Snake River Valley by Idaho Highway 27, which extends 142 miles northwest of Blackfoot across the plain and through the valley of the Big Lost River to Challis where it joins U. S. Highway 93 (Fig. 1). The latter road continues northward through Salmon City to Missoula, Montana. South of Challis U. S. Highway 93 takes a circuitous course through the mountains to Ketchum and Hailey, crosses the Snake River Plain to Shoshone and Twin Falls, and continues almost due south near the Union Pacific line to Wells, Nevada. Since the territory is sparsely settled the principal highways through Central Idaho carry a small volume of traffic (Fig. 12).

Airlines

As in many other sections of western United States the airline pattern of the Pocatello Region is poorly developed, however, the territory has excellent prospects for improved air service. Two airlines cross the region. Western Airlines operates between San Diego, Salt Lake City, Pocatello, Idaho Falls, Great Falls, Montana, and Lethbridge, Alberta, Canada. Passenger and mail traf-

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[1] For many years there has been a road over the Strevell Cut-off but a hard surface highway was not completed until November 1930.

[2] The highway between Pocatello and Salt Lake City is 14 miles shorter via Malad Valley compared to the Cache Valley route.

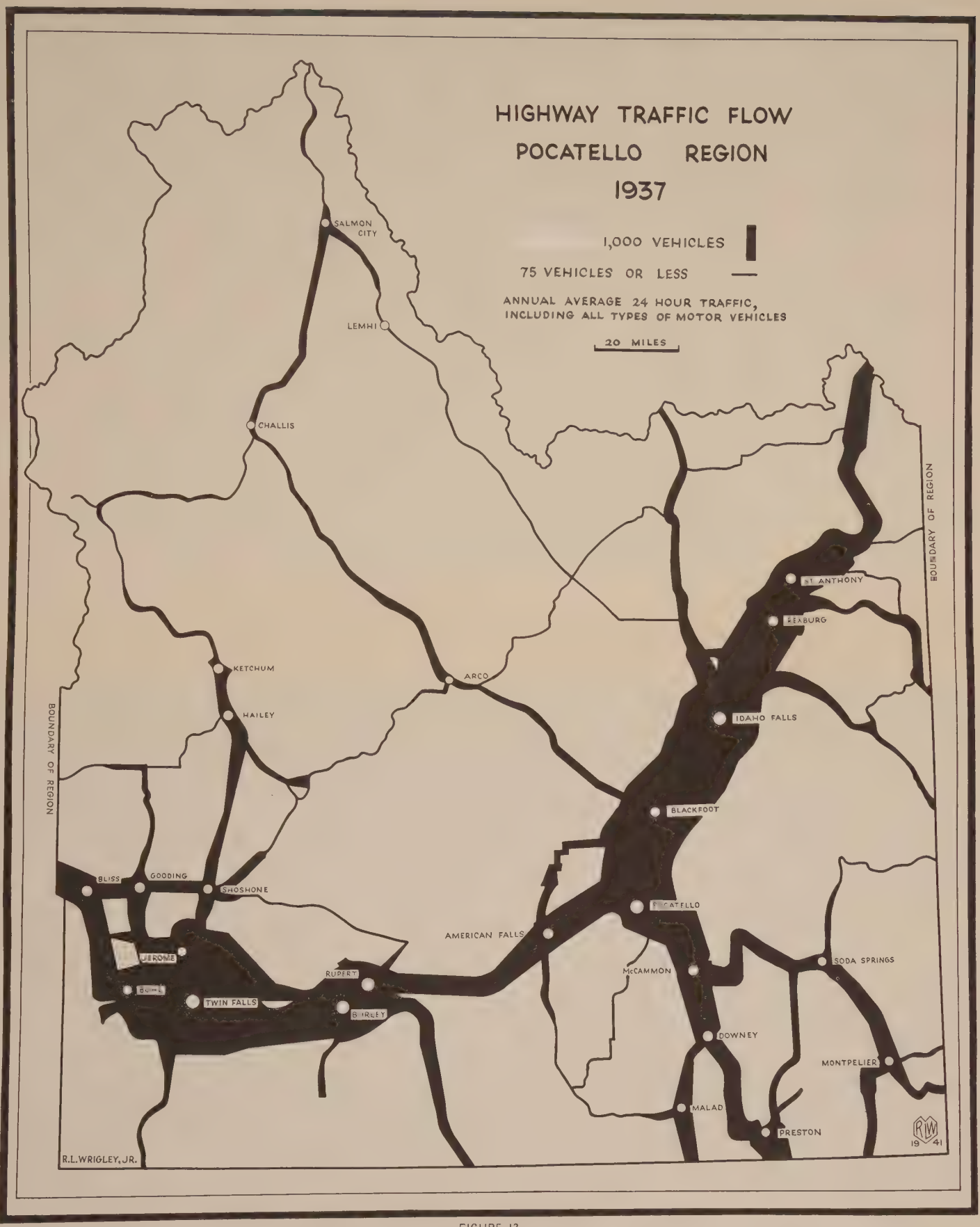
HIGHWAY TRAFFIC FLOW
POCATELLO REGION
1937
1,000 VEHICLES
75 VEHICLES OR LESS
ANNUAL AVERAGE 24 HOUR TRAFFIC, INCLUDING ALL TYPES OF MOTOR VEHICLES
20 MILES
SALMON CITY
LEMHI
CHALLIS
KETCHUM
HAILEY
ARCO
BOUNDARY OF REGION
BOUNDARY OF REGION
ST. ANTHONY
REXBURG
IDAHO FALLS
BLACKFOOT
POCATELLO
AMERICAN FALLS
McCAMMON
SODA SPRINGS
DOWNEY
MONTPELIER
MALAD
PRESTON
BLISS
GOODING
SHOSHONE
JEROME
RUPERT
BURLEY
TWIN FALLS
R.L.WRIGLEY, JR.
RW
1941

FIGURE 12

fic over this line is fairly heavy. The United Airline route between Rock Springs, Wyoming and Portland, Oregon likewise crosses eastern Idaho but no regular stops are made at Pocatello. Another United Airline route between Salt Lake City and Portland crosses part of the Pocatello Region, but on this line also there are no stops within the region.

The Focal Position of Pocatello in the Transportation Pattern

The strategic position of Pocatello in the transportation pattern of the intermountain country briefly was noted at the beginning of this study. For approximately 325 miles north of Ogden, Utah there is only one good route across the Rocky Mountains, and that is the route followed by the Union Pacific through the Bear River and Portneuf valleys. Furthermore, the north-south route through the Bear River narrows, Red Rock Pass, and the Portneuf Valley offers the lowest grades from Utah to the Upper Snake River Valley and Montana. All imports from and exports to the east by rail from the Snake River Plain move through Pocatello. Moreover, a large volume of freight between the east and the Pacific Northwest passes through the city. Southern California is a leading market for Idaho farm commodities, and a large volume of these exports move by rail through Pocatello. Traffic between Montana and points south of Pocatello also is heavy. Thus the city is a bottleneck of rail traffic; its terminal district, as earlier noted, handled approximately 858,000 cars in 1940. The heavy movement has resulted in fast and frequent service to Pocatello from many points. Naturally this aids the development of manufacturing and merchandising enterprises in the city. The large volume of traffic also necessitates much railroad repair work. Inasmuch as Pocatello is the junction point of these lines it is a good location for repair shops and other railroad facilities.

The principal highways also focus traffic on the city (Fig. 12). Since these arteries and the many secondary roads extend through a much broader territory than the Union Pacific they make Pocatello accessible to a larger number of people than the railroad. Because of its position at the crossing of important highways considerable tourist traffic passes through Pocatello. Furthermore, this focal position in the road pattern has been one of the chief factors leading to the growth of Pocatello as a center

of trucking and bus services. It should be admitted, however, that the building of several new roads has diverted some traffic from the city. Considerable travel between the Pacific Northwest and western Idaho, and points south and east of Pocatello, that at one time went through the city, now passes over U. S. Highway 30 S (Fig. 1). Traffic between the Central Snake River Valley and California uses U. S. Highway 93 between Twin Falls and Wells, Nevada. At one time part of this traffic went through Pocatello. Then, too, some tourist traffic between Salt Lake City and Yellowstone National Park is shifting from U. S. Highway 91 to U. S. Highway 89. The latter road crosses the extreme southeastern corner of Idaho to Afton, Wyoming and then turns north to the park (Fig. 1). This is a more scenic route than U. S. Highway 91. Notwithstanding these diversions a rather heavy flow of highway traffic converges on Pocatello (Fig. 12). With its motor carrier and especially railroad business it is still, by far, the principal transportation center of southern Idaho. How its extensive railroad activities evolved and how they fostered the development of commercial and other occupations will be described in the next chapter.

CHAPTER IV

THE EVOLUTION OF POCATELLO AND ITS REGION

The fact that Pocatello has become a center of transportational, commercial, and other activities, and the largest city in eastern Idaho, is related not only to the nature of, and the position of the city within its supporting territory, but also to the development of that territory.

The evolution of Pocatello and its region may be divided conveniently into three periods. The first period between 1810 and 1870 is marked by the early exploration and fur trade, the westward movement of the pioneers, the exploitation of mineral resources, and the growth of freighting. These events led to the construction of Idaho's first railroads, and inaugurated the second, or early railroad period of the decades between 1870 and 1890. In this period narrow bands of steel penetrated the territory and opened it to settlement with the result that livestock ranching and irrigation farming made notable progress. The third period, which includes those years since 1890, is the era of modern development. By the beginning of this period Pocatello was firmly established. During this period the agricultural resources of eastern Idaho were utilized more fully, commercialization, manufacturing, and other activities rapidly expanded, and in consequence railroad operations at Pocatello have been enlarged to a point where the city ranks as one of the important railroad centers of the west.

Section 1. The Pre-railroad Period

Although the Pocatello townsite was not settled until it became a railroad junction point in 1882, the territory in the vicinity of the present city had been considered a highly desirable area by the Indians long before the coming of the white men. These natives valued especially as a hunting and camping grounds the "bottom land" near the junction of the Portneuf and Snake rivers. According to one local writer there was in this section

"an abundance of grass for game and stock, a natural winter feeding ground for buffalo, elk, and deer; and the warm chinook winds, by coming several times during the season, were a factor in shortening the winter."[1]

The Fur Trade and Early Exploration

The fur traders, who in most cases also were explorers, likewise appreciated the assets of this area. The fact that the Portneuf River was one of the best beaver streams in the entire northwest attracted many trappers to this section. In working the streams of this and other areas these "mountain men" utilized one of the natural resources of the region; they opened many new trails and in a general way added to man's knowledge of the western territory.

The head-water areas of the Snake River first were penetrated by Andrew Henry in 1810.[2] Wilson Price Hunt led a large Astor party across southern Idaho to the mouth of the Columbia during that same year. But the fur trade of all the northwest territory between the Rocky Mountains and the Pacific coast was dominated largely by the great British controlled Hudson's Bay Company. For a number of years after 1822, however, this concern had vigorous competition from the Rocky Mountain Fur Company. With such renowned explorers and trappers as Jedediah Smith, Etienne Provest, James Bridger, and others to lead the way, the activities of this firm extended to most parts of the Intermountain West. Frequently these trappers would camp on the meadow lands along the lower Portneuf River, but the favorite spot in eastern Idaho for the annual rendezvous was Pierre's Hole (now the Teton Basin) (Fig. 13).

Beginning in 1832 much of eastern Idaho and adjoining territory was explored by the picturesque captain B. L. E. Bonneville, whose travels, as related by Washington Irving, markedly influenced

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[1] Jennie B. Brown, Fort Hall on the Oregon Trail (Caldwell, Idaho: The Caxton Printers, Ltd., 1932), p. 247. With respect to the short winter see Table 2.

[2] Henry trapped especially along the North Fork of this stream. On this north, or Henrys Fork as it now is called, he constructed a post late in 1810. This is thought to have been the first building ever erected in Idaho.

the later flood of emigration.[1] In this same year Nathaniel J. Wyeth led an expedition to the west coast by way of the Snake River Plain. This venture failed financially, but after enlisting the necessary support this young Bostonian's second party departed for the west in the spring of 1834. It carried a large stock of merchandise contracted for by the Rocky Mountain Fur Company. However, this firm refused to take the goods. Thereupon Wyeth decided to build a fort and trading post near the junction of the Snake and Portneuf rivers.[2] Here he could store his merchandise and perhaps trade it for furs. This post, completed in August 1834 and named Fort Hall in honor of the backer of the enterprise, was situated about fourteen miles northwest of Pocatello (Fig. 13). Although competition with the Hudson's Bay Company and other misfortunes forced Wyeth to sell his interests and return east, the fort, after 1836, continued to function under the banner of the Hudson's Bay Company. "Situated at the intersection of old Indian trails from south, north, east, and west, that later became trade and immigrant routes, Fort Hall played an important part in the winning of the west."[3]

Since Fort Hall was located near the present site of Pocatello, and since its fame came primarily from its strategic location with respect to many early trails and roads, it rightfully may be considered the "first Pocatello."

Major Trails and the Western Migration

The Oregon Trail, the most important road leading to Fort Hall, entered Idaho a short distance southeast of the present town of Montpelier and followed approximately the same route as U. S. Highway 30 N does to a point about six miles west of Soda Springs at the bend of the Bear River (Fig. 13).[4] From this point

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[1]Washington Irving, The Adventures of Captain Bonneville in the Rocky Mountains and the Far West (New York: G. P. Putnam and Son, 1885).

[2]The fort was located about nine miles above the confluence of these rivers.

[3]Brown, op. cit., p. 57.

[4]This famous highway was originally a buffalo and Indian trail but sections of it were traversed by almost all the early fur traders and explorers.
Soda Springs (widely known as "beer springs"), was one of

the trail veered to the northwest. Upon reaching the headwaters of Ross Fork it turned west to Fort Hall. An obstruction in the Portneuf Valley at Lava Hot Springs prevented wagons from following the same route now taken by U. S. Highway 30 N, thus the Oregon Trail did not pass through the Pocatello townsite. From Fort Hall this trunk line continued for many miles along the south side of the Snake River, crossed to the north side at Glenns Ferry and continued on to Fort Boise (Fig. 13). At Raft River, about forty-five miles southwest of Fort Hall, a trail branched to the south; this was the principal highway to California. During the early years it was used, this trail was known as the California Road (Fig. 13).[1]

By virtue of its situation near the forking of the road at Raft River, Fort Hall was at the parting of the ways for the great flow of settlers moving west to California and Oregon.[2] "Here the weary and travel-stained pioneers . . . . found respite

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the most noted resting places along the Oregon Trail. For an account of the esteem early travelers had for this place see Alanzo Delano, Across the Plains and Among the Diggings (New York: Wilson-Erickson Inc., 1936).

[1]Another route to California left the Oregon Trail near the bend of the Bear River west of Soda Springs. This road passed south of Lava Hot Springs to Arimo, traversed Marsh Valley, crossed the mountains southwest of Arimo and continued in a southwesterly direction to join the main California Road. This trail via Armio sometimes was called Hudspeth's or Meyers' cut-off. It also was called the Sublette Road. Other branches of the Oregon Trail crossed sections of southern Idaho, but those noted in this paper were the most important (Fig. 13).

[2]It will be recalled that in 1836 the Hudson's Bay Company acquired Wyeth's crude log trading post and used it as headquarters for their operations in eastern Idaho. During the ensuing decade the Pacific Northwest was claimed jointly by the United States and British governments. During this decade also the flow of Americans to the Oregon country began. In an effort to prevent these people from settling this northwest territory, and thereby save it for Britain, the Hudson's Bay men at Fort Hall attempted to persuade all Oregon bound emigrants to settle in California. But this work largely was nullified by Marcus Whitman. While at Fort Hall this great missionary induced hundreds of people to continue their journey to Oregon. As a result of this work the treaty of 1846 left the Pacific Northwest a possession of the United States. In connection with this incident see Oliver W. Nixon, How Marcus Whitman Saved Oregon (Chicago: Star Publishing Co., 1895).

Other noted missionaries associated with Fort Hall were: Father De Smet, Jason Lee, and Henry H. Spalding. During his expedition of 1843-1844, Captain John C. Fremont stopped at Fort Hall. Captain Howard Stansbury in 1849 did likewise.

from their trials and dangers. . . . . Here too, preparatory for the last long march of their trans-continental journey they repaired their wagons,"[1] secured supplies if any were available,[2] and discarded unnecessary baggage. For many years even "wagons were abandoned at this place and pack animals used in their stead."[3]

The migration to the Oregon country, which reached a peak about 1852, made southern Idaho "a great highway but nothing more. In no sense of the word was it an abiding place. Its barren stretches and treeless plains did not attract . . . . seekers for western homes."[4] It was an area to go through but not to come to.[5]

The Mining Industry: Its Effect on the Growth of the Territory

The development of the mining industry in western Idaho and Montana during the early 1860's had a profound influence on the growth of eastern Idaho.[6] Although none of the early mines were in the Pocatello Region the area benefited because it was

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[1]Arthur C. Saunders, The History of Bannock County (Pocatello: The Tribune Company, Ltd., 1915), p. 57.

[2]After the Mormon people established themselves in the Salt Lake Valley many California emigrants, and even some of those bound for the northwest, left the Oregon Trail at Fort Bridger, Wyoming, and went through Salt Lake City because here more supplies were available than at Fort Hall.

[3]Brown, op. cit., p. 221.

[4]Hiram T. French, History of Idaho (Chicago: Lewis Publishing Co., 1914), p. 16.
In view of the fact that these people knew little or nothing about irrigation it is not surprising that southern Idaho was neglected.

[5]In passing it should be noted that an attempt to establish a permanent settlement in Idaho was made as early as 1855. In that year the Mormon leader Brigham Young sent a small party north from Utah into the Lemhi Valley of Central Idaho. The danger of Indian attack forced these people to abandon their homes in 1858 and return to the Salt Lake settlement. However, in 1860 another group of Utah colonizers founded the town of Franklin in extreme Southeastern Idaho (Fig. 13). This usually is considered the first permanent agricultural settlement in Idaho. Until 1871, when the Utah-Idaho boundary line was surveyed, the Franklin settlers and those in Malad thought they were in Utah, hence they paid taxes to the Utah Territory.

[6]The population of western Idaho increased so rapidly that the Idaho Territory was organized on March 3, 1863.

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situated between the mining country and the agricultural settlements of Utah. The former needed large quantities of food-stuff, while the latter produced a surplus of agricultural commodities. Indeed, northern Utah was known as the "bread basket" of the intermountain country. Naturally extensive trade between the two sections was built-up. All of this trade passed through the Pocatello Region. First the stage and freighting lines and later the railroads handled this commerce. In 1863 the stage firm of Oliver and Conover started a line between Salt Lake City and Virginia City, Montana. One year later "Ben Halladay and Company of overland stage fame secured a contract to carry the mail tri-weekly from Salt Lake City to Walla Walla, Washington by way of Boise City."[1] Later a route to Helena, Montana was added. At this time (1865) the stage line went to Malad City, crossed the divide in a northwesterly direction, and followed down Bannock Creek to the Spring Creek Stage Station near the site of old Fort Hall (Fig. 13).[2] At this station the line to Boise and Helena separated.

The trade that helped most to build up the Pocatello Region was the freighting between Utah and Montana.[3] Not all the supplies for this latter area were secured from the Utah settlements; some were received from the Middle West by way of the Missouri River and Fort Benton, yet a significant proportion was sent overland from Utah.

The traffic through eastern Idaho was handled by many freighting outfits. Before the completion of the railroad these outfits worked out of Ogden and other Utah towns. After the rail-

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[1]French, op. cit., p. 36.

[2]This route was followed by Captain John C. Fremont in 1843 and by Captain Howard Stansbury in 1849.

John Charles Fremont, Report of the Exploring Expedition to the Rocky Mountains in the Year 1842 and to Oregon and Northern California in the Years 1843-44 (Washington: Gales and Seaton Printers, 1845), pp. 161-63.

Howard Stansbury, Exploration and Survey of the Valley of the Great Salt Lake of Utah, U. S. Special Session, March, 1851, Executive No. 3 (Washington: Robert Armstrong, Public Printer, 1853), pp. 87-93.

[3]Before the completion of the first transcontinental railroad in 1869, freighting between Utah and the Boise territory took much the same route now followed by highways U. S. 30 S and 30. After the railroad was built merchandise was shipped to Kelton, on the Central Pacific Railroad directly north of Great Salt Lake, and from that point forwarded 245 miles to Boise.

road was built, Corrine, Utah, the nearest point on the Central Pacific Railroad to Montana, become the chief forwarding station (Fig. 13). From this town the freighters at first followed the stage road to the vicinity of Fort Hall and then continued northward across the Snake River Plain into Montana. In order to improve this route, the federal government, about 1865, gave William H. Murphy, a Civil War veteran, a franchise to operate a toll road between Corrine and Beaver Canyon at the Idaho-Montana line. This road went through the Marsh and Portneuf valleys rather than by way of Bannock Creek (Fig. 13).[1] For these freighters "the mouth of the Portneuf Valley was a favorite wintering place . . . . because of the feeding ground to be found on the bottoms, the shelter afforded by the surrounding hills, and the water supplied by the Portneuf River."[2]

Since the area here delineated as the Pocatello Region largely was unutilized by 1870 it is evident that the development of eastern Idaho was progressing slowly. Extensive areas were grazed by a number of large cattle companies, but for the most part the agricultural resources of the territory had not been touched. It was a vast area with a scattered population of only 3,600, mostly an overflow population from Utah. These settlers squatted on and near the valley bottoms where irrigation was easiest. In 1870 the Malad and Bear River valleys near the Utah boundary had 1,300 inhabitants; the Upper Snake River Valley had only 155. Malad City with 591 persons was by far the largest town (Fig. 13).[3] It benefited greatly from the freighting busi-

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[1]Murphy had to improve this new route and maintain it in a passable condition, especially the Portneuf Valley section which had been virtually impassable for wagons. In this valley, at the point where McCammon now is located, Murphy built a toll bridge and acquired several hundred acres. As tolls often reached $20,000 annually one can see that this highway was used extensively.

See History of Idaho Territory (San Francisco: Wallace W. Elliott and Co., 1884).

[2]Saunders, op. cit., p. 46.

The "Montana Trail" crossed the historic Oregon Trail a few miles north of Pocatello. At this junction point no town developed. This is evidence, therefore, that travel over the Oregon Trail diminished greatly after 1865. With the completion of the transcontinental railroad in 1869 many settlers came west by this method.

[3]U. S. Bureau of the Census, Ninth Census of the United

ness. The entire region had only 990 acres of improved farm land.[1] Obviously then by 1870 eastern Idaho was still largely a place to pass through in order to get to seemingly more desirable areas.

Section 2. The Early Railroad Period

The founding of Pocatello and the real development of the territory came with the building of the Utah and Northern and Oregon Short Line railroads in the years between 1872 and 1884.

The Utah and Northern Railway[2]

The movement of freight between the Utah settlements and the Montana mining camps reached large proportions by 1870, consequently, the feasibility of constructing a railroad between these

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States: 1870. Population and Social Statistics (Washington: Government Printing Office, 1872), pp. 23 and 108.

In 1870 and 1880 the western boundary of the area here called the Pocatello Region did not coincide with county boundaries as it did in 1890 and every census year thereafter. Since most statistics were assembled on the county-unit basis it is impossible, therefore, to give exact data for the region. Thus in 1870 Alturas County, one of three counties that made up most of the Pocatello Region, extended a short distance west from this area and included a large part of what is now southern Elmore County. As a result this latter area is included in the calculations for the region. On the other hand in that same year the territory now included in Twin Falls and Cassia counties was excluded from the calculations because it formed part of Owyhee County, which in addition to the territory above, also included all southwestern Idaho. Seeing that the areas here excluded from, and included within the region, virtually were uninhabited, one may assume that the figures used for the region are fairly accurate. By 1880 the territory now forming Twin Falls County had its present western boundary. Consequently in that year the computations did not exclude any part of the region, but they did include the western part of Alturas County as delimited above.

For a study of Idaho counties see Clyde A. Bridger, "The Counties of Idaho," Pacific Northwest Quarterly, XXXI (April, 1940), 187-206.

[1] Ninth Census of the United States: 1870. Industry and Wealth, p. 128.

[2] The writer is indebted to Professor A. L. Lillibridge of the University of Idaho Southern Branch for much of the information on the Utah and Northern. Other sources of material are:

James H. Hawley, History of Idaho (Chicago: S. J. Clarke Publishing Co., 1920), I, 427-28.

"Corporate History of the Oregon Short Line Railroad Company as of June 30, 1916," Prepared in accordance with Valuation Order Number 20 of the Interstate Commerce Commission (Salt Lake City: Oregon Short Line Railroad Co., 1916). (Mimeographed.)

two areas seriously was considered by Utah interests who thought such a line would be a profitable enterprise. A railroad could offer better service than the freighting concerns which in general could operate only between April and November. It, therefore, would aid materially in a further development of the Montana Mining properties. At the same time the section of eastern Idaho through which the line passed would be settled and thereby become a source of revenue.[1]

Since the Latter-Day-Saint, or Mormon Church as it generally is known, dominated the economic life of the Utah Territory, it is only natural that the leaders of this ecclesiastical organization should take the initiative in promoting the project. The foremost promoter was John W. Young, son of the famous Brigham Young. The chief financial support was given by two New York contractors, Joseph and Benjamin Richardson. Much construction work was done by settlers who lived along the right-of-way.

Eventually a concern known as the Utah Northern Railway Company was organized and the laying of tracks northward from Brigham City, Utah commenced March 25, 1872 (Fig. 13).[2] Because the building of a standard gauge line was too expensive, a three-foot narrow gauge road was constructed.[3] Moreover, at that time many "railroad men felt uncertain of their ability to run standard gauge lines through the mountains and gorges."[4] By an Act of Congress approved March 3, 1873, the railroad company was given a right-of-way through the public domain for the purpose of constructing a railroad "by way of the Bear River Valley, Soda Springs, Snake River Valley, and through Montana to a connection with the Northern Pacific Railroad."[5] By April 1874 the Utah Northern was completed through Logan and Cache Valley to the town of Franklin, about a mile north of the Utah-Idaho boundary (Fig. 13). Meanwhile the line had been extended south from Brigham

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[1]Of course with the completion of this railroad freighting by wagon between Utah and Montana was discontinued.

[2]Brigham City was the nearest point on the Central Pacific Railroad to Montana and also to the Cache Valley farming area.

[3]The standard gauge is four feet eight and one-half inches.

[4]James H. Kyner, End of Track (Caldwell, Idaho: The Caxton Printers, Ltd., 1937).

[5]Hawley, op. cit., p. 427.

City to Ogden and west to Corrine. By the autumn of 1874 trains were operating over the 77.5 miles of track between Ogden and Franklin.[1]

The progress of the line was delayed both by economic and physical factors. During the summer of 1874, for example, about fourteen miles of grade were built northeast out of Franklin toward Soda Springs. By the close of the year, however, the company ran into financial difficulties, due primarily to the nation-wide depression of 1873, and work on the road was suspended. By this time, also, the management of the company realized that the route to Montana by way of Soda Springs was impracticable. A much more feasible route led through the Marsh and Portneuf valleys to the Snake River Plain.[2] But work in this direction was delayed until the early part of 1878.[3] In the meantime the ownership of the road changed hands several times. In 1875 the notorious speculator, Jay Gould, acquired the controlling interest in the concern and sold it to the Union Pacific Railway Company. Finally the Utah Northern went into the hands of the receivers, and at a public auction in Salt Lake City on April 3, 1878 it was reacquired for a small sum by the Union Pacific, and on May 3 of that same year it was reincorporated and renamed the Utah and Northern Railway Company.

After construction work was resumed in 1878 the road was rapidly built toward the Snake River Plain. It appears as though the grading was completed to Pocatello by August 1878, but on this point there is some disagreement among the various sources of information. Bancroft, for example, states that the Utah and Northern was built 127 miles from Ogden to Oneida (Arimo), 53 miles north of the Utah-Idaho boundary, before the capital of the company was exhausted.[4] However, the census report for 1880 shows

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[1]This was the first railroad service to any point in Idaho.

[2]By an Act of June 20, 1878, Congress modified the Act of 1873 so as to permit the Utah and Northern to build by way of the Marsh and Portneuf valleys. See Hawley, op. cit., p. 427.

[3]Inasmuch as Franklin was the northern terminus of the road between 1874-78, it was the principal shipping point to the Montana mining camps.

[4]Hubert Howe Bancroft, History of Washington, Idaho, and Montana, 1845-89 (San Francisco: The History Co., 1890), p. 565.

no construction on the road in the years 1875, 1876,and 1877, but 68.5 miles were built in 1878.[1] Yet this construction north of Franklin would take the road only to within 10 miles of Pocatello. On the other hand the "Corporate History of the Oregon Short Line Railroad Company as of June 30, 1916," states that the Utah and Northern was completed to Pocatello in August 1878.[2] Seeing that a number of other references give the latter date it probably is the correct one. That the Utah and Northern was extended to Eagle Rock (Idaho Falls) by April 1879, and to Beaver Canyon near the Idaho-Montana boundary by September of the same year, definitely is known (Fig. 13).[3]

From the vicinity of Red Rock Pass, twenty-five miles northwest of Franklin, to the crossing of the Blackfoot River, or a distance of seventy miles, the Utah and Northern traversed the Fort Hall Indian Reservation. As originally established in 1869 this reservation comprised approximately 1,300,000 acres.[4] It was set aside as a home for the Bannock and Shoshone Indians. An Act of Congress, approved June 20, 1878, gave the railroad a right-of-way through eastern Idaho. As this act does not mention the reservation it appears as though the Indians were ignored completely.[5]

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[1]U. S. Bureau of the Census, Tenth Census of the United States: 1880. Transportation, Vol. IV (Washington: Government Printing Office, 1883), p. 375.

[2]"Corporate History of the Oregon Short Line Railroad Company as of June 30, 1916."

[3]The road reached Butte in 1881 and Garrison in 1884. The 466 mile line between this latter town and Ogden was the longest narrow gauge railroad in the United States.

[4]A treaty between the federal government and the Shoshone Nation to establish this reservation was signed at Fort Bridger, Wyoming on July 2, 1863, but at this time the reservation boundaries were not fully defined. The reservation really was based on a treaty of July 3, 1868 between the government and the east band of Shoshones and the Bannocks. But this treaty also failed to define the entire reservation, although part of it had been set aside by an Executive Order of June 14, 1867. Another Executive Order of July 30, 1869 completed the definition of this large tract. With respect to this matter see the Annual Report of the Commissioner of Indian Affairs, 1878 (Washington: Office of Indian Affairs, 1879), p. 49.

[5]No doubt Congress thought this permission to cross the reservation was given under the Act of March 3, 1875 (18 states, 482), which grants all railroads a right-of-way across the public domain. But in this case the reservation was not part of the pub-

The railroad officials chose Eagle Rock (Idaho Falls), the point where the line crossed the Snake River twenty-seven miles north of the reservation, as their division point (Fig. 13). Here a small community had grown up around an important toll bridge on the freighting route between Utah and Montana. At this point the company bought one hundred acres of land and thereon, in the winter of 1880-81, built its main repair shops and a number of residences. Here some two to three hundred men were employed in the shops.[1] At Pocatello a box car to be used as a depot and section house was set up along the right-of-way near Pocatello Creek a short distance north of the present townsite. Later a water tank and coal bin were constructed.

Saunders states that "the opening of the Utah and Northern Railway gave the first great impetus to settlement and development in the southeastern section of Idaho, making it possible to market produce profitably and at the same time bringing the settler into touch with the outside world."[2] Even by 1880, however, the Pocatello Region was sparsely settled and its agricultural resources largely remained undeveloped. Between 1870 and 1880 the population of the region increased from 3,600 to 15,400.[3] Three towns had from 500 to 800 persons, but none of these communities were on the Utah and Northern.[4] The chief populated areas were still in the valleys near the Utah boundary. In these sections the cultivated land was used to grow small grains, potatoes,

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lic domain. Not until May 27, 1887 did the Indians formally agree to grant the Utah and Northern a north-south right-of-way through their land.

[1]The founding of this town is described in a letter sent by W. H. B. Crow to the Secretary of the Interior on November 21, 1885. This letter and almost 550 other pages of miscellaneous manuscript material pertaining chiefly to the early history of Pocatello are included in: "Special Case No. 99," Records of the Office of Indian Affairs, Land Division, File 14812, 1887, Enclosure 13 (Washington: The National Archives, n.d.).

These documents also have been microfilmed and are available at the Historical Museum of the University of Idaho Southern Branch, Pocatello.

[2]Saunders, op. cit., p. 103.

[3]Tenth Census of the United States: 1880. Population, Part I, p. 56.

[4]These towns were: Malad, 759; Paris, 611; and Montpelier, 546. Ibid., p. 130.

and other vegetables. But only sixty-eight thousand acres were classified as improved farm land. Wild hay cut from the meadows was an important crop that was fed to livestock during the winter months, yet it was common practice to let the bulk of the range stock rustle for itself during the winter. Cattle were by far the most significant range animal, but there were also a few sheep.[1] The latter stock came from "Oregon, Utah, Nevada, and California . . . . but the number . . . . from all sources was small."[2] Besides livestock other exports were flour and grain, while coal and miscellaneous items were imported.[3] But the territory could not fully develop until it received better transportation facilities, and such improvements were not long in coming.

The Oregon Short Line Railway[4]

In order to tap the rapidly growing Pacific northwest territory and at the same time secure trade with Asiatic countries, the Union Pacific Railroad Company, in 1876, started preliminary investigations to determine the feasibility of constructing a line

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[1]In 1880 there were 28,200 cattle on the farms of the Pocatello Region, but this figure undoubtedly excludes much of the range stock owned by the large cattle outfits. Many range animals were driven into Idaho from California, Oregon, Nevada, Utah, and Texas, starting in the early 1880's. Beginning in 1876 herds of 2,000 to 5,000 head were driven eastward to railroad points in Wyoming and Nebraska. See James R. Keith, "When the Long Horned Cattle of Texas Came to Idaho," Sixteenth Biennial Report, 1937-38 (Boise: Idaho State Historical Society, 1938).

[2]Tenth Census of the United States: 1880. Statistics for Agriculture, III, 145. The section of this volume entitled "Report on Cattle, Sheep and Swine" (pp. 140-47), gives an especially good account of the livestock industry in southern Idaho.

[3]For the year ending June 1, 1880, the Utah and Northern carried 35,600 tons of freight and 17,000 passengers. This was enough business to give it a net profit of $247,000.
Tenth Census of the United States: 1880. Transportation, IV, 225, 245, and 256.

[4]Much of the material for this section was secured from:
"Corporate History of the Oregon Short Line Railroad Company as of June 30, 1916."
"Brief Historical Sketch of the Oregon and Development of the Oregon Short Line Railroad Company." Unpublished manuscript on file at the Pocatello Chamber of Commerce, and at the Salt Lake City office of the Union Pacific Railroad Company.

from the main "Overland Route" through southern Idaho into Oregon.[1] Finally in April 1881 a subsidiary corporation known as the Oregon Short Line Railway Company was organized by the Union Pacific, and one month later work on this northwest extension commenced at Granger, Wyoming. The line rapidly was pushed forward, near the old Oregon Trail for part of the way and through the Portneuf Valley the rest of the way to Pocatello, which point was reached in the autumn of 1882 (Fig. 13).[2] By November 14, 1884 the road was completed to Huntington, Oregon, using practically the same route west of Pocatello that it follows today. At Huntington, 542 miles from Granger, the line joined the Oregon Railway and Navigation Company, an affiliate of the Union Pacific.

So sparsely settled and unproductive of freight was the territory through which the Oregon Short Line passed that before completing the line to Huntington the company built a seventy mile branch to Hailey and Ketchum. This line tapped the important Wood River lead and silver mining area of Central Idaho which expanded rapidly during and after 1880. With the building of this branch the small town of Shoshone became a division point and the site of shops and other railroad facilities (Fig. 13).

The management of the OSL, as it was called, wanted to establish divisional headquarters and equipment to handle running repairs twenty-three miles southeast of Pocatello at the point where McCammon now is located.[3] Several hundred acres in this

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[2]This work was facilitated by help received from the Utah and Northern whose construction crews built sections of the Oregon Short Line from McCammon east to beyond Lava Hot Springs and west to beyond American Falls.

On July 18, 1881, the Indians signed an agreement to give the Utah and Northern a one hundred foot east-west right-of-way across the reservation, with twenty-acre station grounds at ten mile intervals. On September 1, 1882, these rights were assigned to the Oregon Short Line Railway Company ("Special Case No. 99").

[3]Since the Utah and Northern was built along the bottom land of Marsh Creek it did not go through McCammon. A rough, lava-covered tract, about a mile in width, separated it from the latter point. The junction with the Oregon Short Line was made at Black Rock, one mile east of Inkom and about fourteen miles from Poca-

vicinity appeared to have been withdrawn from the Fort Hall Reservation. The railroad felt that the acquiring of this privately-owned property would be much less troublesome than negotiating with the government over Indian land.

After the company had made preparations and even started to build their facilities, the owner of this property refused to sell the land that he tentatively had agreed to transfer to the railroad. This owner, Henry O. Harkness, was one of the leading figures in the history of eastern Idaho.[1] He acquired his holdings through purchase and marriage from the estate of William H. Murphy, the toll road operator who was shot at Malad City in 1869.[2] Murphy's title to the land, and hence the title of Harkness, had not been definitely established.[3] By permitting the railroad to build on his property before he obtained a clear title, which he did not receive until 1889, Harkness felt that he would lose all his land.[4] But the railroad believed that he had complete ownership and that he was demanding an exorbitant price. Accordingly, a decision was made to establish a division point at Pocatello.[5] Thereby it became the junction of two important transportation

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[1]Paul V. Nash, "McCammon--Its Past, Present, and Future," McCammon News, December 17, 1915.
Progressive Men of Bannock, Bear Lake, Bingham, Fremont, and Oneida Counties, Idaho (Chicago: A. W. Bowen and Co., 1904).

[2]See p. 69.

[3]Murphy used soldier script and other methods to acquire this land before the reservation boundaries had been defined. Other settlers likewise secured land in this section.

[4]For this information the writer is indebted to Mr. James Scott and Mr. Edgar Jacobs of Pocatello who were well acquainted with Harkness.

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arteries.[1] Here the Oregon Short Line "purchased of the Indians, with the consent of Congress, forty acres of land, scarcely enough for the then present needs of the companies."[2] Beyond this small station grounds the Fort Hall Reservation extended approximately 15 miles to the west, 25 miles to the north and east, and 35 miles to the south.

The Early Years of the Young Railroad Town

By the autumn of 1882 Pocatello, or "Pocatello Junction" as it was called, was made up of tents and box cars that housed construction crews, but before the end of the year a small freight depot was built. In 1883 the company erected the Pacific Hotel near the center of its right-of-way. This two-story frame building with mansard roof was built for the accommodation of the overland travel. For many years it was the most important structure in the young settlement.[3] It was used primarily as a hotel and depot and as an administrative center for company activities, but it also served a number of other purposes. A small plant to pump water from the Portneuf River,[4] a water tank, an eight-stall roundhouse, six company houses strung along the west side of the tracks, and several other buildings also were erected by the railroad along its right-of-way. In the same year a wholesale grocery and liquor firm of Ogden, Utah leased a site and built a branch house, and in the following year another Ogden firm, dealing in hides and wool, built a Pocatello warehouse (Fig. 14).[5] Undoubtedly transportation facilities were the chief factors in bringing these

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[1]Both lines, of course, were controlled by the Union Pacific.

[2]Letter of Thomas L. Kimball, General Traffic Manager, Union Pacific Railway Company, to Hon. John Hailey, Member of Congress, dated November 16, 1885 ("Special Case No. 99").

[3]"The early history of the Oregon Short Line is a story of many ups and downs. As the road passed through a sparsely settled country, freight shipments were light, and the principal source of income was from through passenger traffic to the northwest" (Hawley, op. cit., p. 431).

[4]Shortly thereafter a number of wells were developed; water also was piped from City Creek south of town.

[5]The first named concern was Fred J. Kiesel and Company, and the latter, the M. C. Silva Hide and Wool Company.

firms to Pocatello, but they had a small business in this sparsely populated territory. A post traders store situated on the reservation land east of the tracks was the only retail concern. Aside from the few individuals engaged by these commercial firms virtually everyone in Pocatello at this time was employed in railroad work.

Since it had no formal government and hence no control over the actions of its citizens, Pocatello was a rough "wide open" town during the first years of its existence. The small settlement with rather widely spaced frame buildings, painted a dark red brindle, and set on a dusty sage brush covered flat between the hills presented a bleak and barren appearance.

Almost from the day Pocatello first was settled there was encroachment upon the Indian land that surrounded the railroad property (Fig. 14).[1] There was no excuse for this during the first year or two of the community's existence. But the Union Pacific officials, sensing the strategic importance of the site and the future possibilities of the territory, early began to broaden their operations at Pocatello. It became more and more important as a center to handle running repairs and as a fuel and water station, while the transferring of narrow and standard gauge trucks on the freight cars was a constantly expanding job. By November 1885 the railroad was handling on the average about 750 tons of freight daily at Pocatello.[2] Since the town had been settled it had "grown into an important point of transfer of through freight and of storage of merchandise for distribution by dealers to local territory, east, west, and north of that point."[3] Altogether, in 1885 and the preceding year, there were over one hundred applications to settle and build at Pocatello.[4] The railroad property

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[1]The station grounds as delineated on Fig. 14 includes forty-three acres.

[2]Kimball letter to Hon. John Hailey, op. cit.

[3]Letter of A. L. Cook, United States Indian Agent, to J. D. C. Atkins, Commissioner of Indian Affairs, Washington, D. C. Dated November 10, 1885 ("Special Case No. 99").

[4]In speaking of the Utah and Northern in 1884, Onderdonk says that "its immense business makes it without doubt the most important narrow-gauge road in the world" (James L. Onderdonk, Idaho--Facts and Statistics Concerning Its Mining, Farming, Stock-raising, Lumbering, and Other Resources and Industries [San Francisco: A. L. Bancroft and Co., 1885], p. 19).

was not large enough to accommodate the continual influx of new workers, but in an effort to alleviate the congested situation the company gave their employees permission to set up shacks and tents almost any place along the right-of-way. Nevertheless some railroad workers were forced to become squatters on the reservation. This created a tense situation between the Indians and white people. As it was unlawful to build even temporary dwellings on the reservation the Indian Agent ordered these squatters off. The feeling of these persons is expressed in the following statement taken from a petition signed by forty-one of them and mailed to the Secretary of the Interior on October 14, 1886:

> When the Union Pacific Railway Company built their line through the reservation they were given 40 acres of land for the purpose of side tracks, depot buildings, etc., on all of this land not used for the purpose above mentioned, they erected dwellings for the accommodation of their employees, but largely and especially in the past year their business has increased to a great extent, this necessitated the enlargement of their machine shops, facilities for transferring freight from broad to narrow gauge cars, thereby giving employment to double the number of men, these men have all brought their families here, and as true Americans with due respect to the majesty of the law, and the rights of the Indians, we were during the warm weather content to live in tents or wherever we could find a shelter, but now as the winter is at hand there is no alternative left but to build a small dwelling house to protect our families from the awful cold of the Idaho winter or let them perish, and we must stay here where we have employment in order to maintain our families.[1]

By April 1887 additional Indian land had been ceded to the railroad, thus enlarging its station grounds to seventy-nine acres. And on May 27 of that same year the Indians held a council and agreed to sell the government a townsite.[2] Notwithstanding these developments the unhappy state of affairs in the little community grew worse. The chief disturbing factor was the sudden growth of population and activities in the summer of 1887 when the Utah and Northern shops at Eagle Rock were moved to Pocatello. Recurrent strikes at Eagle Rock and the sympathy of the town's

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[1] "Special Case No. 99."

[2] Details of this council, which also granted the Utah and Northern a north-south right-of-way across the reservation, are reported in a letter sent by Robert S. Gardner, United States Indian Inspector, and Peter Gallagher, United States Indian Agent, to the Secretary of the Interior on May 30, 1887 ("Special Case No. 99").

people with the strikers was the immediate cause of this move. But no doubt this transfer shortly would have been made because Pocatello was the logical site for repair shops to serve both railroads.[1] Naturally this move further aggravated the housing problem in the little town. Residences from Eagle Rock and other points along the line were moved to Pocatello, while box cars served many persons for living quarters. Nevertheless the railroad property was not large enough to accommodate the sudden influx of some one thousand to twelve hundred persons. As a result many railroad employees continued to encroach on the Indian land.[2] However, on September 1, 1888 Congress approved the Pocatello Townsite Bill. Persons then were allowed to settle unmolested on the reservation, but the formal opening of the 1,840 acre townsite did not occur until September 1888; and in the spring of the following year the small community was organized into a village.[3]

By the summer of 1890 Pocatello had grown into a bustling town of 2,330 inhabitants.[4] It had a bank, a newspaper, a school, a number of churches, many saloons and several retail stores and other businesses that had developed here to serve the railroad people. In addition it had the railroad facilities which constantly were expanding. By this date also the Utah and Northern not only had been rebuilt to a standard gauge, but it also had been consolidated with the Oregon Short Line.[5]

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[1]About this time also part of the Shoshone equipment was moved to Pocatello.

[2]Of course the Indians were promised compensation for their land, but the federal government and the railroad company both were negligent in paying them at least part of this money, otherwise, there would have been much less opposition to encroachment on the reservation.

[3]An excellent description of life in Pocatello during this period is given in: Minnie F. Howard, Early Life and Times of the First Congregational Church of Pocatello (Pocatello: The Tribune Co., 1928).

[4]This is the population of the Pocatello precinct for that year. This precinct comprised the territory within about twelve miles of the town, yet very few people lived in this area outside the city.

Data from U. S. Bureau of the Census, Eleventh Census of the United States: 1890. Population, Part I (Washington: Government Printing Office, 1895), p. 99.

[5]The consolidation occurred on July 27, 1889. It is inter-

Gradually the business activities began to localize in a section of the community that today constitutes a minor part of the Business District. Most firms were built east of the tracks, along Front Street (now First Avenue), for a short distance north and south of Center. Here they were housed in cheap, one-story frame structures, facing west. As the majority of these business concerns were saloons and other objectionable establishments, and as the railroad built its first houses west of the tracks, the west side of town was considered the most desirable residential area. Here two rows of railroad houses, adjacent to the tracks, lined what is now Harrison Avenue, but elsewhere the residences were more or less haphazardly distributed because the townsite was not surveyed and the streets were not laid out until the summer of 1889. However, these dwellings, and in fact most other buildings, tended to cluster about the Pacific Hotel which was situated midway between the tracks at a point where a much-used path joined the East and West side.[1] Water for this hotel and for the railroad houses was piped from City Creek, but water for non-railroad residences and for some of the railroad plant was taken from wells and from the Portneuf River. Yet with all this expansion there was still no air of permanency about the town because few substantial buildings had been constructed while there was a notable lack of grass and trees.[2]

The growth of Pocatello during the 1880's is reflected in a similar growth of eastern Idaho. By 1890 the population of the Pocatello Region was 40,500 (compared to 15,400 in 1880).[3] These persons were distributed widely in a few river valleys where irrigation water was available. Unfortunately for the development of commercial activities at Pocatello, the population was especially

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esting to note that the 262 miles of the Utah and Northern between Pocatello and Butte, Montana were relaid in one day--July 24, 1887.

[1]The hotel was built over what is now the Center Street subway. It will be remembered that this structure had a profound influence on the localization of business houses in the city.

[2]Before the townsite was established the railroad, of course, owned all the land. Those who built on this property did so with the understanding that as soon as the townsite was opened they would move off. As a result there was no incentive to erect substantial buildings or make other improvements.

[3]Eleventh Census of the United States: 1890. Population, Part I, p. 15.

sparse on the broad Indian lands surrounding the city. But during this ten-year period most sections of the territory had an increase in population. The greatest expansion was in the Upper Snake River Valley where thousands of acres rapidly were brought under irrigation in the vicinity of, and north of Idaho Falls (Eagle Rock).[1] Here the first canal to divert water from the Snake River began operating in June 1880. Elsewhere in the Pocatello Region the most important irrigated sections were along the Bear River. All-in-all the region had 141,000 acres of irrigated land by 1890, whereas before 1880 it had only a small acreage of such land. Undoubtedly the building of the railroads stimulated this expansion by opening up the territory to settlers and by supplying them with facilities to export their farm commodities. Nevertheless by 1890 the agricultural resources of the territory hardly had been touched; indeed, most of the country remained one big cattle ranch with livestock and grain the chief exports.[2]

In the entire region the only significant development of mining was in the Wood River district around Hailey and Ketchum. This industry only supported a sparse population and furnished the railroad with little freight.

It is clear, therefore, that even by 1890 eastern Idaho was not a very important source of revenue for the railroad. Consequently, as activities at Pocatello were related closely to the volume of traffic over these lines, it also is clear that at this time eastern Idaho was playing only a minor role in the support of the town. This support came largely from the movement of

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[1]Some twenty-five to thirty thousand new acres were irrigated in the Upper Valley. This was developed mostly by cooperative and partnership enterprises.

The status of irrigation in eastern Idaho about 1890 is well presented in:

Eleventh Census of the United States: 1890. Irrigation in Western Part of the United States, pp. 137-51.

U. S. Geological Survey, Eleventh Annual Report, 1889-90. Irrigation, Part II (Washington: Government Printing Office, 1891), pp. 77-83.

[2]This emphasis on livestock was an adjustment to a region with extensive grazing resources and few transportational facilities. The livestock raised in many upland valleys and other out-of-the-way place could be driven to shipping points. Moreover, one of the principal crops, wild hay, was so bulky that it could be marketed only in the form of meat or other animal products.

through freight across the region.[1] Thus, in 1890, coal shipped from Utah and Wyoming to points north and west of Pocatello constituted 32 per cent of the total tonnage over the Oregon Short Line.[2] Ore shipped east and south from the mines of western Idaho and Montana made up 12 per cent of the tonnage,[3] while lumber from the Pacific Northwest moving east constituted a like percentage of the total tonnage. A wide variety of other commodities made up the remainder of this movement.

Section 3. The Period of Modern Development

It will be recalled that the Pocatello townsite was surveyed in the summer of 1889, but the auction at which the lots were sold was not held until July 1891.[4] With the passing of this land into private ownership the city exhibited a marked improvement in its appearance. Now many substantial buildings were erected and landscaping was commenced. Thus the growth of Pocatello as a modern city may be said to date from about 1890.

Expansion of the City in the Decade 1890 to 1900

During the decade 1890 to 1900 the scope and nature of the Pocatello occupational structure changed materially. During this period the population of the city increased by approximately 1,670.[5] New commercial houses, manufacturing plants, and other activities developed. By 1900 Pocatello was over twice the size of any other town in eastern Idaho. Naturally then, it came to

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[1]For the year ending June 30, 1888 the freight handled in Idaho by the Oregon Short Line and the Utah and Northern totaled 44,809 tons. This figure includes 8,386 tons of grain, 11,874 of ore, 6,913 of livestock, 6,678 of bullion and lead, and 4,766 of merchandise (Bancroft, op. cit., p. 577).

[2]Statistics in this paragraph are from the Eleventh Census of the United States: 1890. Transportation by Land, Part I, p. 587.

[3]Copper matte from Montana was an especially important item.

[4]At this sale, held from July 13 to 18 inclusive, 11,074 lots were sold at $10 to $50 apiece. When a person had erected a building on a lot it was understood that no one would bid against him on that land. After deducting expenses the funds from the sale went to the credit of the Indian tribes.

[5]By 1900 the city had four thousand inhabitants.

play a more significant part in the activity pattern of the region. In large measure this growth may be attributed to an increase in railroad traffic through the city, created by an expansion of southern Idaho, western Montana, and the Pacific Northwest.

The agricultural resources of the Pocatello Region developed rapidly in the decade after 1890. The passing of the Carey Act in 1894 aided this expansion substantially.[1] That this increase in irrigated acreage went hand-in-hand with the growth of the livestock industry and a more extensive use of the range is indicated by the fact that in 1890 only 25,000 tons of alfalfa hay were produced in the Pocatello Region, but in 1900 there were 307,000 tons.[2] By the latter date the population of the territory was 67,000 or 26,500 more than in 1890. The greatest increase was in the Upper Snake River Valley.[3] The Lower Valley still was virtually unutilized.

No figures are available to show the effect of this increase in population on railroad traffic through Pocatello. However, the Pocatello Tribune of December 15, 1893 notes that "over 100 freight cars per week have found their way to the shops for repairs during the last six weeks. This indicates a pretty heavy traffic." As this was a depression year, it is evident from this statement that even at this date the Pocatello shops were quite large and traffic through the town was quite heavy. In this period the freight movement, especially during the winter months, consisted in a large measure of coal shipped to the Upper Valley and to Montana. The Pocatello Tribune in December 1898 states that "of the entire freight business through Pocatello now about three-fourths of it goes north and the greater part of this is coal."[4]

With respect to railroad activities at this point in 1896 the same paper notes that:

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[1]Cooperative and individual and partnership enterprises, however, played the chief role.

[2]U. S. Bureau of the Census, Twelfth Census of the United States: 1900. Agriculture, Vol. VI, Part II (Washington: U. S. Census Office, 1902), p. 235.

[3]Twelfth Census of the United States: 1900. Population, Vol. I, Part I, pp. 110-113.

[4]Pocatello Tribune, December 17, 1898.

> Pocatello is now the headquarters of the Idaho Division of the Union Pacific System.[1] Three hundred train-men, including conductors, brakemen, engineers, and firemen run out of this city. . . . . The shops cover an area of about 50 acres. . . . . They employ a minimum force of 200 men and from that number to 350. A hundred men are employed about the offices and hotel and half that number in the yards. The shops are the largest railroad shops between Omaha and the coast. They consist of machine, blacksmith and boiler shops. six car and paint shops, two round houses with 44 stalls, and are magnificently equipped with machinery for work of all descriptions.[2]

The shop facilities, which occupied the same site as the present-day shops, were used primarily for repair work. The yards, too, with about twenty miles of track, formed the same general pattern across the city as the yards of today. In addition to the shops the principal store and supply depot for this division of the road was maintained at this point.[3]

The railroad plant formed a nucleus around which the city was growing, but with the West Side expanding faster than the East Side (Table 3). As good building stone was found near the city, and as a brick plant was opened in the early 1890's, Pocatello had adequate material for constructing substantial structures.[4] It is not surprising then that of the two hundred new buildings erected in 1892 there were "a dozen expensive brick and stone blocks."[5] The Pocatello House and the Pioneer Block, which date from this period, still are important units of the Business District. But seeing that lumber is much cheaper than stone and brick most buildings were of frame construction. By 1897 the Pocatello Tribune could say that:

> Pocatello has taken on an appearance of permanency, with substantial business houses and cozy and comfortable homes. The

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[1]This division included the 931 miles of line between Granger, Wyoming and Huntington, Oregon and between Ogden, Utah and Silver Bow, Montana.

[2]Pocatello Tribune, December 25, 1896.

[3]Aside from employing many persons, the railroad also helped support the territory by paying heavy taxes. In 1895, for example, Bannock County received $40,184 in taxes from the Oregon Short Line.

[4]Illustrated History of the State of Idaho (Chicago: Lewis Publishing Co., 1899), p. 344.
Pocatello Tribune, December 25, 1895.

[5]Pocatello Tribune, February 10, 1893.

bleak and barren appearance of a few years ago has disappeared. Trees and lawns surround most of the homes and in mid-summer many of the residence streets present to the eye long lines of leafy shade trees, most pleasing to look at and giving an air of home and comfort.[1]

TABLE 3

POPULATION OF POCATELLO, 1900-1940[a]

Year	East Side	West Side	Total
1900	1,073	2,973	4,046
1910	3,829	5,281	9,110
1920	6,056	8,945	15,001
1930	6,917	9,554	16,471
1940	8,523	9,610	18,133

[a]Source: Computed after an examination of census reports and Pocatello precinct maps for the years here indicated.

In order to serve the railroad employees at this point and settlers in other parts of the region, many commercial and other types of firms were attracted to Pocatello. By the middle of the decade almost one hundred business houses were established in the city. A number of these firms were located on First Avenue, but by this date Center Street had become the chief business thoroughfare.

Though most of the business houses were very small, there also were a number of sizeable establishments. The Idaho Furniture Company claimed to be the largest furniture store in Idaho, while the Blyth and Fargo Company (now Fargo-Wilson-Wells) carried a "larger stock than any other general merchandise house in the state."[2] Inasmuch as this firm made a "specialty of ranch products" and had "a large trade in this line,"[3] and inasmuch as the town had more business houses than most cities of this size, one can see that Pocatello had considerable retail trade with the surrounding territory.[4]

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[1]Pocatello Tribune, December 22, 1897.

[2]Ibid., December 25, 1897. [3]Ibid.

[4]A large part of the Fort Hall Indian Reservation was

In the wholesale business, the Remington Brokerage Company was the principal firm. It was the state's leading distributor of groceries, but it also carried a "full line of wagons and carriages and of farm implements of every description."[1] This firm's business, which totaled over $450,000 in 1895, extended "from the Oregon line to the Wyoming line and from Logan, Utah to Red Rock, Montana."[2]

About 1890 Pocatello's manufacturing industry slowly began to evolve. By 1895 it was a fairly important activity. At that time several small establishments were engaged in the preparation of bakery products, light beverages, cigars, and brick.[3] These articles, with the exception of cigars, were manufactured from local raw materials. At first they were manufactured largely for the local market, but railroad facilities made it possible to

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leased to cattle companies who purchased their supplies in Pocatello.

[1] Pocatello Tribune, December 25, 1895. [2] Ibid.

[3] Naturally before these and other activities could develop in Pocatello it was essential to secure an adequate supply of water and electricity. By 1896 the railroad still was using City Creek and Portneuf River water, but the remainder of the city received its supply from Gibson Jack Creek, about six miles south of town. This water was furnished by a privately owned system built in 1891-92. A covered flume conducted the water from the stream to a large storage reservoir located on the edge of the west bench and 562 feet above the city. This and a lower reservoir had a combined capacity of 4,000,000 gallons. Eight miles of laterals distributed water throughout the town. At this time (1896) the supply was considered sufficient for a city of thirty thousand population, yet within five years there was an acute shortage and it was necessary to tap additional streams south of Gibson Jack Creek.

The first electrical installation in Southeastern Idaho was a twenty kilowatt plant built in the Pocatello railroad shops in 1890. In 1892 other private interests constructed a sixty kilowatt hydroelectric plant on the Portneuf River within the city. In 1893 these two plants were consolidated, and two years later the newly organized Pocatello Power and Irrigation Company acquired these plants and built new facilities on the Portneuf. In 1900 this small concern was acquired by the American Falls Power, Light, and Water Company. Since that date Pocatello has received electricity generated at American Falls, twenty-five miles away.

Methods of disposing of sewage were inadequate. The city organized a garbage collecting system, while the railroad and a number of business houses emptied their sewage into the Portneuf. Naturally this menaced the health of the community.

The Pocatello Tribune for December 25th in the years 1895 and 1896 gives a detailed discussion of the water and electrical utilities. See also: Reclassification of Electric Plant--Statement A to I Inclusive (Boise: Idaho Power Co., 1939).

sell these products throughout much of southern Idaho. That there were no grist mills, creameries, cheese factories, or other plants processing farm commodities, is evidence that the territory near the city had developed little agriculturally.

Gradually the present political form of the Pocatello Region came into existence. On March 6, 1893, for example, the Idaho legislature passed an act creating Bannock County. This political unit included virtually all Southeastern Idaho with the exception of the Bear Lake territory and the Malad Valley. As Pocatello was made the county seat of Bannock County it received considerable benefit. Public service activities in the city expanded while business houses secured new customers who formerly had done most of their trading elsewhere. However, the advantages derived were rather limited because the new county was sparsely settled.

The Opening to Settlement of Reservation Land in 1902

By 1900 Pocatello was still a small town of four thousand inhabitants. The fact that it was surrounded by undeveloped Indian land hindered its growth; at least this was the belief of many people. As most of the thirteen hundred Indians on the reservation preferred to remain in the territory north and west of Pocatello, and consequently seldom used large sections of their holdings, it generally was felt that part of the land should be opened to settlement.[1] It is not surprising then that the Pocatello Tribune in 1893 should say that "the reservation lands must soon fall into the hands of settlers who will make them into rich and productive farms,"[2] and that "in the mountainous districts of the reservation are rich mineral prospects that will be worked just as soon as the red men have relinquished their title."[3] Naturally with this vision of wealth before them the leading citizens of the town and the region pushed hard the movement to have Indian land

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[1]By a Congressional Act of February 23, 1889, approximately 350,000 acres were withdrawn from the southern end of the reservation, but the Indians still held a vast section south of Pocatello (Fig. 13).

[2]Pocatello Tribune, February 10, 1893.

[3]Ibid., February 17, 1893.

opened to settlement. Finally, in 1900 the southeastern part of the reservation was ceded to the federal government (Fig. 13). In the following year this land was surveyed and classified, and on June 17, 1902, a memorable day in the history of Pocatello, the entire tract, comprising 416,000 acres, was opened to settlement.[1] The interest aroused by this event is well described by the Pocatello Tribune of June 16:

> Pocatello is already for the great rush for reservation lands and mines at noon tomorrow. . . . . There is a feeling of tension noticeable everywhere. . . . . The race when it starts will be a mad one. . . . . Conservative estimates place the number of strangers in the city at about 2,000. There are probably twice that many at different points along the outside boundaries of the reservation. . . . . It is expected that the red bluff east of the city will be crowded with people all anxious to see the great rush. Every horse in the city has been engaged for this rush and if some of the horses are not run to death it will be a matter of the greatest surprise to everyone.[2]

One month after this event the land within five miles of the Pocatello townsite was offered for sale at a public auction held in the city. As a result of these withdrawals, all the territory southeast of Pocatello, with the exception of a few small irrigated tracts, passed from Indian ownership. To the north and west of the city the reservation boundary was pushed back five miles (Fig. 13).

Growth of the City Since 1902

There can be no doubt that Pocatello profited from the opening to settlement of the land previously reserved for the Indians, but that the benefits derived fell far short of expectation is equally certain. In the ceded area the land suitable for crop production totaled 91,000 acres,[3] but due to lack of water and other reasons only a part of this was cultivated. Six thou-

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[1] The treaty between the Indians and the federal government to relinquish this land was signed on February 5, 1898. In return for their holdings the Indians received $600,000.

[2] Most of the persons who were seeking this land thought they had to proceed from either Pocatello or the outside boundary of the reservation to the land, stake their claim, and then rush to the Blackfoot Land Office and file notice of this action before someone else could file on the same property.

[3] These figures of the government survey were published in the Pocatello Tribune of December 10, 1901.

sand acres in the Portneuf Valley were retained by the Indians, while several thousand acres were dry farmed. On the other hand, 325,000 acres were classified as grazing land, yet this could support only a sparse population. The greatest disappointment was the failure of the mineral resources to fulfill the extravagant claims made for them.[1]

The factor that benefited Pocatello most was the growth of agriculture in the Pocatello Region, especially in the Snake River Valley, and in other areas north and west of the region that were served by the Oregon Short Line Railroad.

In the twenty years after 1900 the irrigated area in the region was increased by 1,435,000 acres. The passing of the National Reclamation Act in 1902 aided this development, but cooperative enterprises and projects under the Carey Act also were important. The big Twin Falls South Side and North Side developments, both Carey Act Projects, were opened in 1905 and 1907, and about four years later the Reclamation Bureau completed the Minidoka Project.[2] These and other enterprises in the Central Valley brought 580,000 acres under irrigation, while in this same period (1900 to 1920) approximately 450,000 acres were added to the Upper Valley, 155,000 acres to the territory southeast of Pocatello, and around 160,000 acres to the county north of the plain.[3] The Fort Hall Government Project, finished in 1910, brought 12,800 acres under the canal. As this land joined the city on the north

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[1]To the present day no large exploitable deposits have been located. Hence, the claim of the Pocatello Tribune of September 2, 1903 that "Pocatello can foresee the day when it will be a mining as well as railroad center," has as yet not materialized. However, several small silver and copper deposits have been worked profitably.

[2]The settlement of the Minidoka Irrigation Project is well described in: Annie Pike Greenwood, We Sagebrush Folks (New York: D. Appleton-Century Co., 1934).

Several counties in the Snake River Valley had more land under irrigation in 1920 than in 1930. No doubt this difference may be attributed to the fact that the great war of 1914-18 stimulated agricultural production. This point should be kept in mind when comparing figures in this chapter with those in chap. iii.

[3]These figures were computed from:

Twelfth Census of the United States: 1900. Agriculture, Vol. VI, Part II, p. 839.

U. S. Bureau of the Census, Fourteenth Census of the United States: 1920. Irrigation and Drainage, Vol. VII (Washington: Government Printing Office, 1922), pp. 172-76.

it was of special benefit to Pocatello.[1] The widespread practice of dry farming and improved methods of handling livestock also added to the wealth of the territory. As a result the population of the Pocatello Region increased by 150,000 in the years between 1900 and 1920; and in line with this growth the population of Pocatello reached 9,000 in 1910 and 15,000 in 1920 (Table 3). Yet during these same years the population of Idaho Falls went from 1,460 to 8,100 and that of Twin Falls from nothing to 8,300.[2] These cities developed because they could serve the rich farming country in their contiguous area better than Pocatello or any other town.

A broadening of railroad operations, increased commercialization and manufacturing, and the growth of professional and other activities supported Pocatello's new population. From time to time additions were made to the railroad shops, but the general nature of the shop work remained the same as in former years with employment ranging between six and eight hundred men. Although traffic grew rapidly, the number of railroad employees, and especially those working in the shops, did not increase to the same degree because technical improvements in railroad equipment enabled it to be used for longer periods before repairs were necessary. A new ice house with a capacity of twenty thousand tons was built in 1901.[3] A big storehouse finished about 1910, and new freight and passenger depots finished about 1915 were other improvements.

Seeing that Pocatello was a good assembling and distributing center, commercial houses to serve retail firms in the city and surrounding agricultural areas tended to develop at this point. By the summer of 1902 the city had only one wholesale

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[1]The city also benefited from the building of the Portneuf-Marsh Valley Project at about this same time. Here 12,000 acres were brought under irrigation, but later several thousand additional acres were added to the project.

[2]Twelfth Census of the United States: 1900. Population, Vol. I, Part I, pp. 110-11.
Fourteenth Census of the United States: 1920. Population, Vol. I, pp. 389-92.

[3]During the winter months this ice was cut from Market Lake, about twenty miles north of Idaho Falls, and shipped to Pocatello and stored. The establishment of this ice house illustrates the importance of perishable commodities in the traffic flow of that day.

concern, by 1907 it had five, and by 1912 it had almost a dozen establishments. In this latter year fruit and other produce, fresh and cured meats, poultry products, groceries, candy, cigars and liquors, petroleum products, and lumber and other building supplies were the chief items handled. Two firms dealing in hides, wool, and junk also might be included in this group.[1] The retail trade expanded to almost the same degree as the wholesale business.

Manufacturing occupations required more and more workers as new industries were developed. In general these firms utilized agricultural commodities and other raw materials found in eastern Idaho while hydroelectric power was supplied from American Falls. By 1905 a large brewery, a bottling works, a candy and ice cream plant, a meat packing firm, two brick plants, and two planing mills were operating in the city. Shortly thereafter the Jensen Creamery Company was opened. In 1912 the dairy manufacturing industry was further expanded when the Elkhorn Valley Creamery (now Armour) built a plant. These latter industries developed here because Pocatello was a convenient assembling point for cream produced in all sections of eastern Idaho. The availability of this product also aided in the growth of an important candy manufacturing industry that was employing from sixty to eighty persons by 1925. Other industries to locate in the city between 1910 and 1920 were: a machine shop to manufacture light iron goods, a printing plant to produce office forms and related items, a flour mill, and a large bakery. Unlike candy manufacturing, which is not now important, all of these industries still are thriving.

On the cultural side the most notable addition to the community was the Academy of Idaho (now University of Idaho Southern Branch), which opened in the autumn of 1902. This institution was located in Pocatello because the city was accessible to a wide territory that was sorely in need of educational facilities above the primary school level.[2] A public library, a Y.M.C.A.,

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[1] Nationally known firms such as Swift, Armour, and Cudahy had outlets, as did the Continental Oil Company.

The fact that railroad rates favored well established Salt Lake City and Ogden houses over Pocatello handicapped the growth of wholesaling in the latter city. However, the most important limiting factor was the growth of a wholesale business in those two rival towns, Idaho Falls and Twin Falls.

[2] During its first years this school provided high school

and a hospital were other important institutions added to the city in the ten years after 1900. Although railroad work remained definitely the primary activity the growth of these institutions together with the expansion of professional, public service, and other types of work naturally broadened the occupational structure of the city and thereby gave Pocatello a more balanced economy.

As pointed out in an earlier chapter, the building of the Academy in the extreme southeastern part of the city aided materially in developing the East Side. But even by 1910 the houses in this section were widely spaced with large areas of open country. On the other hand, by this same date that section of the West Side between the railroad yards and the Portneuf River was built up quite compactly,[1] and there were even a few houses west of the Portneuf, but in this latter section, as on the East Side, the major development did not come until after 1915.

For the most part by 1920 the Pocatello occupational structure had the same general characteristics that it has today. Then as now, railroad, commercial, and manufactural activities were the chief employers of labor. Naturally during the years since 1920 the detailed nature of these and other occupational groups has changed from time to time, because new business units have been established while others have closed down. Perhaps one of the most significant developments has been the growth of a flourishing motor transport industry. Obviously the services of these motor carriers, combined with those of the railroad, have further emphasized the significance of Pocatello as a transportation center.

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instruction, but from time to time the scope of its activities was enlarged.

[1]This growth took place in spite of the fact that in this section of town a conglomerate material, deposited by the flood water of pre-historic Lake Bonneville as it flowed toward the Snake River, makes the construction of basements anywhere from five to ten times as expensive as on the East Side, where the paucity of rocks is extremely noticeable.

CHAPTER V

TRANSPORTATION ACTIVITIES

As Pocatello is preëminently a railroad town, and as the Union Pacific is the only line serving the city, an analyses of transportation in Pocatello is in large measure an account of the operations of this company.[1] However, the city also is served by numerous motor freight carriers, by five stage and bus lines, and by one air line.

As already noted the significance of the transportational group in the occupational structure of Pocatello reflects the city's key position in the transportation pattern of southern Idaho (Fig. 1). Within this pattern Pocatello functions chiefly as a repair, transfer, fuel, and administrative center for the railroad and motor carriers. Aside from employing many persons at relatively high wages, and offering the services essential to the growth of commercial, agricultural, and other activities, this industry also pays large sums in taxes to the counties through which the lines pass. For many of these political units it is indeed one of the chief sources of revenue.[2]

Section 1. Railroad Transportation

The 2,800 persons normally working for the Union Pacific

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[1]The Union Pacific Railroad Company recently discontinued using the name "Oregon Short Line," for the section of its road between Granger, Wyoming and Portland, Oregon, and between Salt Lake City and Butte, Montana.

[2]The railroad pays taxes according to the mileage of its lines through each county. As a result many counties have been laid out so as to include part of the railroad line within their boundaries. The odd shape of Blaine County, for example, may be traced to a desire for railroad revenue (Fig. 3). In 1940 the Union Pacific paid Bannock County $255,858 in taxes. Data supplied by Mr. Kenneth W. Burton of the Bannock County Treasurer's Office, Pocatello.

Garrett Freightlines, the principal motor carrier serving the city, pays direct taxes to the counties and the state of Idaho in excess of $52,000 annually. Letter from Mr. N. V. Stedfeld, secretary-treasurer, Garrett Freightlines, Pocatello, Dec. 3, 1941.

at Pocatello are engaged in diversified activities, yet certain branches of the company operations require many more employees than others.[1] The repair shops are the most important phase of the railroad work. As a rule they employ around 800 persons. Extra workers engaged during the autumn months number 200 to 250; these figures, however, vary from year to year.[2] Passenger and freight crews working out of the city together with the crews transferring cars within the Pocatello terminal district include approximately 690 men. The general storehouse, the tie treating plant, and the Pacific Fruit Express Company employ altogether about 290 persons,[3] while a total of almost 200 work at the freight depot, and at the passenger depot where administration for the Idaho Division of the Railroad is centered.[4] In addition some 600 to 700 persons are engaged in line repair work and other activities. As in the case of the shops, the employment in the latter branches of the railroad work also fluctuates during the year and from year to year.

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[1]The number of railroad employees at Pocatello is changing continually, consequently, it is difficult to secure average figures. The statistics presented here were obtained from many sources and are as close to average as it was possible to get. Data on the Pocatello shops were supplied by Mr. R. F. Weiss, master mechanic. Statistics on employees in the terminal yards and in train crews operating out of the city, were secured from Mr. H.W. Corbett, general chairman, Order of Railroad Conductors. Data on the tie treating plant were furnished by Mr. Marion M. Raybourn, manager of that unit. The San Francisco office of the Pacific Fruit Express Company and Mr. R. A. Kane, their Pocatello agent, supplied statistics on that firm. The number of workers at the freight depot was furnished by Mr. Frank E. Haasch, Union Pacific freight agent at Pocatello. Other figures are estimates based on an examination of material gathered by the Pocatello Chamber of Commerce and on miscellaneous articles appearing in the Pocatello Tribune.

[2]From 1936 to 1940 inclusive the number of shop employees averaged 797.

[3]The Pacific Fruit Express Company, which owns and operates around forty thousand refrigerator cars, was organized in 1907 by the Union Pacific and Southern Pacific railroads. Ownership is divided equally between the two corporations.

[4]This division includes the lines between McCammon, Idaho and Butte, Montana, and between Granger, Wyoming and Huntington, Oregon (Fig. 1). Previous to August 1, 1941 it extended south from McCammon to Sandy, Utah, near Salt Lake City.

Railroad Operations in Relation to the Volume and Nature of the Traffic

There is a close relationship between the degree and diversity of railroad work in Pocatello and the volume and nature of the traffic within and through the Idaho Division of the Union Pacific. Heavy traffic requires extra men to operate and service trains and to repair the road bed, the rolling stock, and other equipment. Conversely, a decrease in traffic curtails railroad work. Furthermore, a change in the nature of the items shipped also affects employment. When perishable commodities enter the traffic movement special facilities to handle these items must be installed, and extra men are employed, because the cars in which these commodities are shipped must be heated in winter and cooled in summer. To adequately care for livestock also requires additional equipment and labor.

A change in the volume of traffic will affect certain divisions of the railroad operations more directly than others. Thus a decrease of car loadings will be noticed less in the tie treating plant than in the terminal yards.

The chief factors that influence the nature and the volume of the car movement through southern Idaho, and hence railroad employment in the city, are: (1) seasonal aspects of crop production, (2) crop failures, (3) distance to market, (4) the growth of alternative methods of transportation, and (5) legislation.

Seasonal aspects of crop production.--Since agricultural commodities are the leading items in the traffic flow over the railroad lines of southern Idaho, and since most crops are harvested in the late summer and autumn months, the heaviest car movement occurs at that time of the year. During these months almost all departments of the railroad require extra help. Certain factors, however, may, and often do alter this movement. When prices are low, farmers frequently hold their crops in an effort to strike a better market; but they can do this only where they have storage facilities. A gradual improvement of this equipment enables them to hold crops for a much longer period now than formerly. As a result the movement to market of many farm commodities has tended to spread-out during the autumn and winter months. In this manner the seasonal employment problem at Pocatello has been somewhat improved. Yet the period from September to December

is still the busiest season of the year with the sugar beet and potato harvest and a heavy movement of livestock.

Crop failures.--Plant diseases and frosts, or a deficient supply of irrigation water, occasionally may result in a total or partial crop failure in sections of the Pocatello Region or in other areas supplying the railroad with freight. Production in the dry farm wheat producing areas, in particular, is influenced profoundly by moisture conditions. Commencing in 1933, for example, yields of wheat for several years in a row were reduced by drought. In contrast, moisture conditions were favorable in 1940 and 1941, hence large crops were secured. As a rule most irrigated sections of southern Idaho, and especially the major producing areas, have sufficient water.

Distance to market.--Inasmuch as local markets can utilize but a small proportion of the agricultural products grown in the intermountain country, most commodities must be shipped long distances to consuming centers in the eastern and Pacific coast states. This factor, as earlier noted, has had a marked influence on the nature of the products grown in the region. To a large degree farmers have had to specialize in growing crops with a relatively high value per unit of weight. These crops often are perishables such as fruit and vegetables. Then, too, bulky hay crops that are grown largely to maintain soil fertility, farm by-products, and range feed, must be marketed chiefly as dairy products, meat, and livestock. In order to handle this trade, therefore, the Pacific Fruit Express Company has established icing plants and other facilities at Pocatello and other points along the main line, while the railroad has had to build and operate feed yards for livestock.

The development of alternative methods of transportation.--The growth of the highway system with the resulting expansion of motor transportation by large trucking concerns, bus lines, commercial houses, manufacturers, farmers, and others has taken considerable business from the railroad. As a result the activities of the Union Pacific at Pocatello have been curtailed somewhat. Then, too, the Panama Canal route to the eastern seaboard, which opened in 1915, has had a profound effect on the trans-mountain railroad business. As water transportation is much cheaper than rail transport such articles as lumber, wool, canned goods, and many other items move over this water artery in large quanti-

ties.[1] If it were not for the canal most of this freight would be shipped by rail.

Legislation.--Railroad work also is influenced by federal legislation. When traffic over a branch line, for example, decreases to such a point that it does not pay to operate trains the railroad naturally would want to discontinue service. Yet often the Interstate Commerce Commission, which controls such matters, will not permit the abandonment of these lines, consequently the railroad is compelled to operate a section of the road that is not a paying proposition.[2] This factor probably has very little influence on railroad employment at Pocatello.

Major Features of the Traffic Movement

Traffic throughout the Idaho Division of the Union Pacific even though it does not pass through Pocatello, has a marked effect on the city's railroad work.[3] However, that traffic handled by the Pocatello terminal district has a much greater influence on railroad activities. This includes the shipments through, as well as the traffic originating and terminating in the city.

The traffic flow is made up of freight and passengers but the former movement is by far the most significant. Considering that Pocatello is a small city, and that it has little farming in its vicinal area, the town itself is of but minor importance in the total traffic flow. Thus in 1940 only 8,300 cars were received at, and forwarded from Pocatello (Table 4). On the other

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[1] In normal times all wool loaded on the Union Pacific west of Pocatello moves by water to the New England wool markets. Perishable commodities also are shipped through the canal. For example, green pears loaded at Portland will ripen during the long haul to eastern centers.
The canal is now closed to virtually all non-military traffic.

[2] The fact that a discontinuing of service will inconvenience a number of farmers and ranchers, or that a town will receive its mail several hours late, are reasons frequently given for the refusal to grant the railroad permission to abandon these branch lines.

[3] In 1939, for example, 14,834 cars of sugar beets were loaded in southern Idaho and hauled a short distance to the factories. Few if any of these cars passed through Pocatello, nevertheless, this movement affects work in the city because beet cars and other equipment are overhauled in the shops, while the roadbed must be repaired. Then, too, additional men are needed to operate trains, and many of these workers live in Pocatello.

hand the reader will recall that in that same year a total of 858,000 cars were checked through the Pocatello switching yards.

Through freight.--The heavy flow of traffic has developed because the lines through Pocatello connect areas producing different types of commodities. Southern Idaho, Oregon, and other territory north and west of Pocatello that is served by the Union Pacific, produces an excess of farm commodities, livestock, forest products, and minerals. Such production illustrates the utilization of irrigation, range, and forest land, and of mineral deposits which are the area's greatest resources. On the other hand this territory is deficient in manufactured goods. This merchandise must be imported, primarily from the great industrial centers of the middle western and eastern states.[1] There is a surplus of manufactured articles but a deficiency of food stuffs, forest products, and minerals in these areas, hence there is an exchange of goods. Consequently, the flow of traffic to and from the east is much greater than the north-south shipments, however, the trade is not balanced directionally. In most cases the commodities exported to the east are more bulky than the return flow of manufactured goods.[2] In fact east-bound traffic is roughly one and a half times as great as west bound traffic.[3] This movement would be even more unbalanced if it were not for the flow of coal and petroleum products into Idaho and adjoining territory. In 1939, for example, Idaho imported over five hundred thousand tons of coal and all but one car originated in Utah and Wyoming.[4] Idaho likewise imports all its petroleum products. Nevertheless, more empty cars move west through Pocatello than in the opposite directions but no statistics are available to show the number of such cars.

Of the wide variety of agricultural products shipped eastward through the city vegetables and fruit are especially impor-

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[1]California also is a good market for agricultural commodities and a leading source of manufactured goods.

[2]Livestock shipments offer an excellent example of an unbalanced traffic flow. Thousands of loaded livestock cars annually move eastward, but almost all return empty.

[3]Harris, op. cit., p. 68.

[4]Letter from Mr. J. G. Bruce, Chief of Transportation, Public Utilities Commission of Idaho, February 13, 1941.

tant.[1] Knowing the relationship of crop production to distance to market, as noted earlier in the chapter, this fact should not be surprising. Potatoes, lettuce, onions, green peas, apples, plums, and prunes move east from the Boise, Caldwell, and Payette sections, and other parts of western Idaho. Fresh apples, cherries, pears, onions, celery, potatoes, and canned and dried fruit are shipped from Oregon. Some trade in addition comes out of the Yakima and Walla Walla sections of Washington, but exports from the noted Wenatchee-Okanogan District move eastward over the Great Northern and Northern Pacific.[2] For many years apple shipments held a leading position in this commodity flow, but disease and other factors have now curtailed production in the famous Hood River Valley of Oregon and other areas. But as production of apples or other crops in one area begins to decline, new areas come into production, hence the volume of traffic remains about the same. Potatoes and dried beans are leading exports from the Snake River Valley. Beans come mostly from the Central Valley where over two thousand cars are loaded annually.[3] The large potato shipments, it will be remembered, are derived from this section as well as from the Upper Valley. Though much of this crop production is sold by farmers directly to dealers, cooperative associations also play a significant part in the marketing process. The exports of the highly advertised potato crop constitute the principal contribution of the Pocatello Region to the freight flow through the city. In 1939 approximately thirty-two thousand cars of potatoes passed through Pocatello.[4] These heavy shipments, which move to a nation-wide market, not only employ many train crews and increase repair work at the shops by wearing out equipment, but they also, as earlier noted, necessitate the estab-

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[1]Approximately 59.3 per cent of the estimated revenue earned by the Union Pacific in Idaho during 1929 came from shipments of agricultural products (U. S. National Resources Committee, Forest Resources of the Pacific Northwest [Washington: Government Printing Office, 1938], p. 83).

[2]Letter from Professor Ben H. Pubols, Department of Agricultural Economics, Washington State College, Pullman, Washington, February 26, 1941.

[3]Bean fields in the Twin Falls section constitute almost as conspicuous a feature of the landscape as corn fields in Iowa.

[4]Data furnished by Mr. Frank E. Haasch, Union Pacific freight agent at Pocatello.

lishment of special cooling, heating, and ventilating facilities such as those operated by the Pacific Fruit Express Company. Consequently, this is one way in which eastern Idaho helps support Pocatello.

Besides fruit and vegetables other leading exports are wheat and sugar. In normal times much of the grain of western Idaho and the Pacific Northwest finds markets in Asiatic countries and as a result does not constitute an important item in the traffic flow through southern Idaho. But the movement of grain produced in the Pocatello Region furnishes the railroad considerable business. Some of the wheat grown in the region, and especially on the Rexburg Bench, is milled at Pocatello, but most of it is sent to mills in Ogden, Utah, or is forwarded to California. The sugar refined at various points in southern Idaho has a nation-wide market.[1]

The shipments of livestock and livestock products reflects on the one hand the use made of the immense areas of grazing land, and on the other, the necessity of marketing bulky hay crops by turning them into wool, meat, cheese, butter, and other products. After a certain length of time in transit livestock must be taken from the cars and fed and watered at points especially equipped to do this work. At one time Pocatello was quite an important livestock feeding place, but today this work in the city and at many other once important feeding points along the line, is of little significance.[2] Technical improvements in railroad equipment that have speeded up train service are the chief factors contributing to this change. Many feeding points thus have been eliminated, however, there is still some feeding at Pocatello.[3]

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[1]In 1939 a total of 3,163 cars of sugar were loaded in southern Idaho ("Comparative Car Loading Report for the State of Idaho, Comparing the Year 1938 with Year 1939" [Boise: Public Utilities Commission of Idaho, 1940]). (Mimeographed.)

[2]Twenty years ago five men were employed in the Pocatello Stockyards; in 1940 only one man was employed. During the great war of 1914-1918, for example, the city of Montpelier was an important stop-off point. At that time its stockyards frequently fed from 150 to 200 cars of stock daily. Now it handles only a few cars of local stock. Data supplied by Mr. Cliffard Cook of the Pocatello Union Stockyards.

[3]During the first nine months of 1940 the Pocatello Union Stockyards handled 224 cars of cattle, 147 of hogs, and 157 of sheep. Only part of this was stock in transit; upwards of 100

Most livestock shipped east through the city goes by way of Ogden rather than Soda Springs and Montpelier (Fig. 1). Stock loaded in western Idaho and eastern Oregon reaches Ogden for the first feeding. Furthermore, the livestock man may sell his stock at this point, he may divert it to California markets, or he may ship it east to Denver and other packing centers.[1]

Forest products from western Idaho and the Pacific Northwest are a major article in the eastern flow of traffic since they account for upwards of one-fourth of the railroad shipments through the region.[2] The reader will recall, however, that since 1915 some of this trade has shifted to the Panama Canal route. A limited quantity of ore from the Wood River area of Central Idaho, and copper matte from Anaconda, Montana, is shipped to Utah and California, but all in all this movement is not large.[3]

The traffic moving north and west through Pocatello is made up of a wide assortment of manufactured articles and some raw materials that are shipped into southern Idaho and adjacent areas to satisfy particular needs of the population in this territory. Shipments include agricultural implements, automobiles, automobile supplies, road equipment, furniture and other household

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cars was stock shipped from farms and ranches of the Pocatello vicinal area, while some animals were shipped into the city to be sold on the local Livestock Exchange, whose auction is held once a week. However, most of the stock sold on this exchange, which started to function in October 1939, is trucked from territory within seventy-five miles of the city. A more important sale is held at Idaho Falls three times weekly. Data supplied by Mr. Clifford Cook of the Pocatello Union Stockyards.

[1]In 1939 Los Angeles County purchased approximately 17,500 cattle, 51,700 hogs, and 71,300 sheep from Idaho. Besides it imported 1,500 carloads of fruit and vegetables and over $5,000,000 worth of dairy and poultry products produced in the state ("Summary of Purchases by the Los Angeles County Area from the Eleven Western States During 1939," by M. J. Brown, Commissioner, Domestic Trade Department, Los Angeles Chamber of Commerce [Los Angeles: Chamber of Commerce, 1940]).

In 1940 the Denver market received 742,000 sheep and 26,800 cattle from Idaho (Bruce letter, op. cit.).

[2]Harris, op. cit., p. 68.

[3]Approximately 2.6 per cent of the estimated revenue earned by the Union Pacific in Idaho during 1929 came from shipments of mine products (U. S. National Resources Committee, Forest Resources of the Pacific Northwest, A Report by the Pacific Northwest Regional Planning Commission [Washington: Government Printing Office, 1938], p. 83).

goods, canned foods, meat, meat products, semitropical fruits, livestock, phosphate from Conda (near Soda Springs), and coal and petroleum products.[1] The value of these latter items in the trade already has been noted, for Idaho produces no petroleum and virtually all coal must be imported.[2]

Local freight.--Pocatello is neither big enough nor are its industries of sufficient size to supply the railroad with large shipments. Furthermore, since its vicinity is little used agriculturally the city does not forward a large volume of farm commodities. In 1939, for example, Pocatello forwarded only 548 cars of potatoes, whereas Idaho Falls, centrally located in a rich agricultural country, forwarded 6,651 cars. Potato shipments from Pocatello in 1940 totaled only 184 cars.[3] Altogether in 1940 the city forwarded 1,461 cars of freight and received 6,840 cars (Table 4). Annually, Pocatello will average about 1,500 to 2,000 cars forwarded and 6,000 cars received. From these figures it is evident that the city's function as a distributing center is more important than its function as an assembling and forwarding point.

In terms of cars shipped from Pocatello during 1940, other important items, aside from potatoes, were mill stuff, cheese, gasoline, livestock, and scrap iron. The latter item is assembled at Pocatello by truck from all sections of the region, and then reshipped by rail. The mill stuff, cheese, and gasoline are largely products of Pocatello manufacturing establishments while the livestock came mostly from farms and ranches within 25 miles of the city. Although the loadings at Pocatello were quite uniform throughout the year, the heaviest shipments were made during the autumn when farm commodities move to market.

Shipments received at Pocatello include numerous manufactured articles, agricultural commodities, and other items used

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[1] In 1940 approximately 500,000 lambs and 16,500 head of cattle, primarily from Oregon, Washington, Utah, Wyoming, and Nevada, were shipped into Idaho and fed. As a feeding area the Snake River Valley is of major importance (Bruce letter, op. cit.).

[2] Petroleum products account for almost 10 per cent of the total railroad tonnage distributed throughout eastern Idaho.

[3] United States Department of Agricultural, Marketing Service, "Car-lot Shipments of Fruit and Vegetables in Idaho 1939." (Mimeographed.)

No doubt most of the potato shipments were loaded outside Pocatello and Idaho Falls, but they were billed from these cities.

TABLE 4

PRINCIPAL CARLOADS OF FREIGHT RECEIVED AT, AND FORWARDED FROM POCATELLO IN 1940[a]

Items	Received (Number of Cars)	Forwarded (Number of Cars)
Agricultural Implements	80	...
Automobiles	167	...
Beer	55	...
Canned Goods	72	...
Cereals	43	...
Cheese	191	172
Coal	1,277	...
Crude Oil	2,582	...
Fresh Fruit	204	...
Gasoline	309	107
Livestock	...	98
Lumber	195	...
Mill Stuff	...	182
Potatoes	167	184
Scrap Iron	...	60
Wheat	160	...
Miscellaneous	1,338	658
Total	6,840	1,461

[a]Source: Data supplied by Mr. Frank E. Haasch, Union Pacific freight agent at Pocatello.

to satisfy the demands, not only of the local population and industry, but also of individuals in other parts of the region. In terms of number of cars the leading items received at Pocatello during 1940 were: crude oil, coal, gasoline, lumber, fresh fruit, automobiles, potatoes, wheat, agricultural implements, and canned goods (Table 4). The crude oil was destined for the Idaho Refining Company and virtually all the gasoline forwarded came from this company. As this plant was built in 1938, and as it is a rapidly growing business, a material increase may be expected in these shipments. The coal, gasoline, and lumber received, were consumed chiefly in the city and its neighbourhood. The cheese was reprocessed into a high quality product and reshipped, while the wheat was manufactured into flour and other mill products. Fresh fruit and canned goods, and a wide assortment of other articles went to Pocatello wholesalers and warehousemen and were redistributed in the city and other parts of eastern Idaho. Auto-

mobiles, however, went chiefly to Pocatello firms, while farm machinery largely was reshipped to dealers nearer the agricultural population. With respect to cars received it may be noted that usually more cars terminate in the city during the months from October to January inclusive than during any other period.

Description of the Railroad Activities

The railroad shops--the most prominent feature of the Pocatello railroad plant--are a concrete expression of the position of the city as a railroad center (Figs. 5 and 8). Their principal function is to make running repairs and do general overhauling for all types of equipment used on the Idaho Division, but inasmuch as they are the largest and best equipped Union Pacific shops west of Cheyenne, they also overhaul considerable equipment from all sections of the road west of Granger, Wyoming.[1] The fact that the Union Pacific has enlarged this plant, from time to time, for over a period of more than fifty years, is indicative not only of the growth of southern Idaho and adjoining territory, but also of the strategic position of Pocatello on its lines.

The well laid-out railroad shops, which spread over a level fifty-acre tract in the north-central part of the built-up section of the city, constitute the largest single industrial establishment in Idaho. The big power plant with its towering 275 foot smoke stack at the north end, and the huge fifty-three stall roundhouse at the south end of the plant, together with three large and centrally located buildings housing the machine shops, the coach and boiler shops, and the steel car shops, are the most conspicuous structures (Fig. 5).[2]

Activities in the shops are divided into two departments--the locomotive department and the car department.[3] Under these

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[1]The Pocatello and Cheyenne shops are about equal in size. They are the largest Union Pacific shops between Omaha and the Pacific coast. Other important shops serving the western section of the road are located at Los Angeles and at Albina (near Portland).

[2]Prior to 1924 the railroad secured most of its power from the Idaho Power Company, but in that year a new two boiler coal burning power plant was completed. Later two additional boilers were added. At present this plant supplies all the power required by the various branches of the company operations.

[3]In 1940 the average number of wage earners was: 547 in the locomotive department and 297 in the car department.

main divisions there are numerous sub-units whose names illustrate the scope of the repair work. The pipe shop, boiler shop, blacksmith shop, locomotive shop, electrical shop, and the motor car shop are found in the locomotive department, while the paint shop, steel car shop, coach shop, repair track, rip track, classification department, and the passenger car yard are included in the car department.[1]

In 1940 the Union Pacific shops paid $1,582,000 in wages and employed, on the average, 844 persons. Due to extra work resulting from the national emergency, the number of workers by October 1941 totaled approximately 1,300. This was virtually the same number as employed at the peak of activity in the great war of 1914-1918.[2] However, it will be recalled that with technical improvements in equipment the rolling stock can go much farther now without repairs than it could twenty or thirty years ago. As a result shop work has not increased in the same proportion as traffic over the lines.

The general storehouse, adjacent to the roundhouse, gives employment to about 175 persons. As early as 1895 Pocatello had a railroad supply depot, but the scope of this work was greatly expanded in 1923. Because of its strategic position on the railroad the city is a good location for an organization whose function is to assemble, store, and distribute all types of railroad

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[1]Adequate water for the shops and other divisions of the railroad plant is secured from the Batise Spring. This is located about four miles northwest of Pocatello (Fig. 6). When the land within five miles of the city was sold at the auction of July 17, 1902, the railroad company purchased this spring for $3,000. Shortly thereafter a large reservoir was built on the hill one-half mile south of the spring. Water is pumped to this reservoir. From this point there is a seventy foot fall to the railroad plant. This information was supplied by the late Edward C. Manson, one time Superintendent of the Idaho Division. The Pocatello Tribune of December 22, 1906 also gives the early history of this development.

On September 14, 1925 the Batise Spring discharged about fifty second-feet of water (Stearns, Crandall, and Steward, op. cit., p. 138).

Additional land for expansion is available directly north of the shop area. This large vacant section is called the Central Industrial District by the railroad which lists 39.5 acres as available for industrial purposes. The land also can be used for shop expansion (Intermountain Industrial Properties of the Union Pacific Railroad in Idaho, Utah, Wyoming, and Colorado).

[2]Salt Lake Tribune, October 5, 1941.

mobiles, however, went chiefly to Pocatello firms, while farm machinery largely was reshipped to dealers nearer the agricultural population. With respect to cars received it may be noted that usually more cars terminate in the city during the months from October to January inclusive than during any other period.

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The well laid-out railroad shops, which spread over a level fifty-acre tract in the north-central part of the built-up section of the city, constitute the largest single industrial establishment in Idaho. The big power plant with its towering 275 foot smoke stack at the north end, and the huge fifty-three stall roundhouse at the south end of the plant, together with three large and centrally located buildings housing the machine shops, the coach and boiler shops, and the steel car shops, are the most conspicuous structures (Fig. 5).[2]

Activities in the shops are divided into two departments--the locomotive department and the car department.[3] Under these

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[1]The Pocatello and Cheyenne shops are about equal in size. They are the largest Union Pacific shops between Omaha and the Pacific coast. Other important shops serving the western section of the road are located at Los Angeles and at Albina (near Portland).

[2]Prior to 1924 the railroad secured most of its power from the Idaho Power Company, but in that year a new two boiler coal burning power plant was completed. Later two additional boilers were added. At present this plant supplies all the power required by the various branches of the company operations.

[3]In 1940 the average number of wage earners was: 547 in the locomotive department and 297 in the car department.

main divisions there are numerous sub-units whose names illustrate the scope of the repair work. The pipe shop, boiler shop, blacksmith shop, locomotive shop, electrical shop, and the motor car shop are found in the locomotive department, while the paint shop, steel car shop, coach shop, repair track, rip track, classification department, and the passenger car yard are included in the car department.[1]

In 1940 the Union Pacific shops paid $1,582,000 in wages and employed, on the average, 844 persons. Due to extra work resulting from the national emergency, the number of workers by October 1941 totaled approximately 1,300. This was virtually the same number as employed at the peak of activity in the great war of 1914-1918.[2] However, it will be recalled that with technical improvements in equipment the rolling stock can go much farther now without repairs than it could twenty or thirty years ago. As a result shop work has not increased in the same proportion as traffic over the lines.

The general storehouse, adjacent to the roundhouse, gives employment to about 175 persons. As early as 1895 Pocatello had a railroad supply depot, but the scope of this work was greatly expanded in 1923. Because of its strategic position on the railroad the city is a good location for an organization whose function is to assemble, store, and distribute all types of railroad

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[1]Adequate water for the shops and other divisions of the railroad plant is secured from the Batise Spring. This is located about four miles northwest of Pocatello (Fig. 6). When the land within five miles of the city was sold at the auction of July 17, 1902, the railroad company purchased this spring for $3,000. Shortly thereafter a large reservoir was built on the hill one-half mile south of the spring. Water is pumped to this reservoir. From this point there is a seventy foot fall to the railroad plant. This information was supplied by the late Edward C. Manson, one time Superintendent of the Idaho Division. The Pocatello Tribune of December 22, 1906 also gives the early history of this development.

On September 14, 1925 the Batise Spring discharged about fifty second-feet of water (Stearns, Crandall, and Steward, op. cit., p. 138).

Additional land for expansion is available directly north of the shop area. This large vacant section is called the Central Industrial District by the railroad which lists 39.5 acres as available for industrial purposes. The land also can be used for shop expansion (Intermountain Industrial Properties of the Union Pacific Railroad in Idaho, Utah, Wyoming, and Colorado).

[2]Salt Lake Tribune, October 5, 1941.

supplies except food and clothing. Some forty-five thousand items shipped in from all parts of the nation are kept on hand. Through the medium of supply trains various points throughout the Union Pacific system west of Granger are served once a month.

The terminal yards that form such a prominent feature of the Pocatello landscape and that have influenced profoundly the pattern of the city, function as transfer and storage yards. Activity in these yards frequently is at a high tempo because very few trains arrive at Pocatello that do not require the transferring of some cars. Switching work in February 1941, for example, required the continuous service of twelve engines.[1] Naturally additional engines are required to handle the heavy traffic during October and November. Obsolete as well as modern equipment that is not in service is stored at this point because a reservoir of rolling stock maintained here can be shifted conveniently in several directions when needed.

Administrative work for the Idaho Division is housed in the passenger depot at the foot of Bonneville Street where about one hundred persons are employed (Fig. 7). This depot, is, therefore, the nerve center from which railroad operations in most of southern Idaho and part of western Montana are directed. Before automobile transportation assumed large proportions the depot was the principal gateway to the city. Now, however, most passengers on the thirteen trains that arrive and depart daily are through passengers who seldom get beyond the depot.[2] But in so far as the operation and servicing of these trains and the repairing of their equipment requires considerable labor, the city benefits.

Administrative work associated with the movement of local freight is centered in the freight depot where about ninety-five persons are employed. The location of this terminal on south First Avenue in the Wholesale District, directly across the yards from the passenger depot, is convenient because it affords ample

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[1]This figure was furnished by Mr. R. F. Weiss, master mechanic of the Pocatello shops.

[2]For those summer tourists on the Union Pacific's "Grand Circle Tour," Pocatello is a transfer point to Yellowstone National Park. Since these persons remain in the city six to seven hours before leaving for the park they may patronize some Pocatello merchants, but since they are in the city after most business houses are closed, Pocatello loses some trade.

room for the handling of trucks (Figs. 5 and 10). Furthermore, the transfer and storage concerns, who distribute much of the merchandise coming through the depot, have their headquarters in the Wholesale District.

The Pacific Fruit Express icing plant is located at the western edge of the terminal yards near the northern limits of town (Fig. 5).[1] As virtually all perishables are moving east through Pocatello it is well to have the plant at this point, because cars then may be iced before the trains move into the main yards. From May to October approximately twenty-three thousand tons of ice manufactured in this plant are used for the initial icing of perishable commodities loaded in and around Pocatello and for the re-icing of loads in transit through the city.[2] During the late autumn and winter months, when the movement of perishables reaches a peak, the cars must be heated; and at all times their ventilation must be checked carefully. In addition empty cars must be cleaned and prepared to receive new loads. Aside from the refrigeration division this company operates three other departments. The car service department administers the movement

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[1]Information in this section was supplied by Mr. H. T. Whyte, assistant general manager, engineering and refrigeration, and Mr. H. Giddings, vice president and general manager of the Pacific Fruit Express Company, San Francisco, and by Mr. R. A. Kane, the Pacific Fruit Express agent at Pocatello. The Pocatello Tribune of December 20, 1923 also has some valuable information.

Before this plant was built in 1923 the company used natural ice cut during the winter and shipped in and stored at this point. Forty years ago this ice was cut from Market Lake, twenty miles north of Idaho Falls; about 5,000 tons a year were cut, with 2,500 to 3,000 tons stored at Pocatello. Later, natural ice was shipped from Humphrys, Montana.

The refrigerator cars of this concern carry miscellaneous merchandise on the return run to the west, but many of them return empty.

[2]In 1940 approximately 90,700 Pacific Fruit Express cars passed, in all directions, through Pocatello. Similar figures for Ogden, Utah were, 191,800. Traffic through the latter city comes from both southern and central California, hence it is more extensive than the movement through Pocatello. Letter from Mr. C. S. Gunnell, superintendent, Pacific Fruit Express Company, Ogden, Utah, April 7, 1941.

The principal ice manufacturing plants and their capacity in tons are: Pocatello, 25,000; Walla Walla, Washington, 12,000; Nampa, Idaho, 38,000; Ogden, Utah, 67,000; Los Vegas, Nevada 23,000; North Platte, Nebraska, 43,000; and Council Bluffs, Iowa, 52,000. Laramie, Wyoming has a natural ice plant with a capacity of 50,000 tons.

and servicing of cars through the city. The store department maintains a stock of supplies used by the company, while the car department handles light or running repairs.[1] The Pacific Fruit Express Company at Pocatello requires in all about 65 full-time employees with part-time help numbering 195.

The tie treating plant is another significant unit of the railroad operations. From September to April this establishment employs about fifty persons with some part-time help, but usually it is closed during the summer months. Whether or not there is a shut-down, of course, depends on the demand for ties. Seeing that the plant requires extensive storage yards it is built one mile northwest of the city where large tracts of inexpensive land are available.

Before the tie treating plant was erected in 1921 the western section of the road used a small number of ties treated at its Los Angeles plant, which now is closed; but most of the lines were tied with untreated timbers. The untreated material, however, lasts only a few years whereas the treated ties last from twelve to fifteen years.[2] During the autumn and winter months about seven hundred thousand ties are shipped into Pocatello from western Idaho and the Pacific Northwest and treated.[3] As spring and summer is the season for renewing ties, distribution takes place at that time of year. The section of the railroad from Butte, Montana to Los Angeles and east of Pocatello to Rawlins, Wyoming receives its ties from the local plant, whereas that part of the road west of Pocatello, with the exception of several branch lines in southern Idaho, is served from the plant at The Dalles, Oregon.[4] The lines east of Rawlins receive their ties

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[1]The chief Pacific Fruit Express shops are located at Nampa, Idaho and Roseville, California. Los Angeles and Colton, California and Tucson, Arizona have shop equipment similar to that at Pocatello. Letter from H. Giddings, vice president and general manager, Pacific Fruit Express Company, San Francisco, Feb. 20, 1941.

[2]The ties are treated with a solution of creosote, petroleum oil, and zinc chloride. For a discussion on the treating of ties see Marion M. Raybourn, "Processes for Preserving Timber," Union Pacific Magazine, August, 1922, and "Experimental Treatment of Cross Ties," Union Pacific Magazine, May, 1924.

[3]Western Yellow Pine and Douglas Fir are the chief timber used.

[4]The main line west of Pocatello does not receive its ties

from Laramie. Returning coal cars are used to haul the untreated ties to Pocatello. This movement, therefore, works in nicely with the coal trade. Doubtless this was one factor contributing to the development of a tie treating plant at Pocatello, another being the accessibility of the city to a large section of the railroad.

Section 2. Trucking and Other Transportation

Although the trucking concerns, the stage and bus lines, and the air transport line occupy a minor position in the activity pattern of the city compared to the railroad, they nevertheless play a significant role in making Pocatello the transportation center of southern Idaho.

In the aggregate the minor transportation activities employ about 190 persons (Table 1). Only five of these work for Western Airlines, the one air transport concern serving the city. Sixteen are employed by five bus and stage lines, of which the Union Pacific Stages is the most important. The remaining 169 are employed in the motor freight service whose annual payroll in Pocatello is approximately $260,000.[1]

Trucking

The motor carrier business developed because there was need for such an industry. In a number of ways the truck can give a better performance than the railroad. It can offer transportation service to many points along the extensive highway system that are beyond the reach of the railroad. Thus many out-of-the-way places are bound more closely to the commercial world. With their more flexible schedules the motor transport firms also provide superior pick-up and delivery service. Then, too, they offer faster schedules than the railroad. In order to compete with the motor carriers, therefore, the Union Pacific has found

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from the Pocatello plant because the railroad wants to avoid a back haul.

The Pocatello plant is somewhat smaller than those at The Dalles and Laramie. The latter plants, unlike the Pocatello establishment, usually produce the year around, with the treating of timbers, other than ties, of considerable importance.

[1]These statistics and most of the other data presented in this section were secured through field work.

it necessary to offer more attractive schedules, that is faster service with more stopping privileges.[1] Furthermore, over a short distance the truck can offer lower transportation and service costs. But on the other hand bulky commodities such as coal, ores, and lumber can be transported, especially over a long distance, more cheaply by the railroad than by truck. Motor carriers handle best a wide variety of light commodities; these less-than-carload shipments are characteristic of truck transportation.

The growth of the motor transport industry depended on the construction of better highways and bridges and the technical improvement of rolling stock, such as the building of larger and more powerful trucks, especially the increased use of diesel trucks, and the development of refrigerator equipment. These improvements in highways and rolling stock progressed simultaneously. With this change the motor carriers could haul larger and larger loads; their expense per ton-mile was reduced. As a result freight rates were lowered to such a point that the trucking business could compete successfully with the railroad.

The development of the motor carrier industry has doubtless been made in part at the expense of the Union Pacific. In particular the railroad has lost considerable passenger traffic. It also has lost some freight business. However, the loss of freight is perhaps rather small in comparison to the total volume of traffic handled by the railroad. No doubt a sizeable proportion of the merchandise hauled by the motor freight carriers originates at, and is destined for communities that do not have railroad service. Many of these towns have been able to prosper and compete with their neighbours in methods and means of merchandising only because they had efficient motor transportation. To a certain degree then, part of the business of the trucking firms has been created by them, rather than taken from the railroad. It may be noted further that the lively competition created by the motor carriers has enabled Pocatello merchants to save thousands of dollars annually through reduced freight rates.

The motor transport industry is centered in the Wholesale

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[1] On March 1, 1940 the Union Pacific inaugurated fast overnight less-car-load merchandise trains with store-door pick-up and delivery service. This schedule, which was started to meet motor carrier competition, offered Salt Lake City, Ogden, and Pocatello shippers early morning delivery to many points throughout southern Idaho.

District but it is not localized in any one section of that district. It is located in this part of the city because: (1) the motor carriers have a large business with wholesale houses, hence it is advantageous to be near these establishments, (2) warehouse facilities are available in this section, (3) the best contacts with the railroad and with the local drayage establishments can be made in this area, and (4) there is available room along most of the streets to park trucks; this is especially true of First Avenue, the city's widest street, which carries little through traffic.

Almost a dozen small carriers operate between Pocatello and other southern Idaho towns, but four large concerns have regular scheduled runs through the city and into adjoining states.[1] One of these firms, the Garrett Freightlines, is the most noted business concern in the city to be founded and developed by local men.[2] It is one of the largest motor carriers in the western United States. When this concern started business in 1913 it operated one small delivery truck. Through the years its work rapidly expanded. By the autumn of 1940 it operated sixty-five large diesel units on its routes that extend from Butte and West Yellowstone, Montana through Pocatello and Salt Lake City to Southern California, and from Pocatello west to Twin Falls, Boise, and Portland. Another locally owned and rapidly growing, but much younger firm, the Cotant Truck Lines, uses thirty-eight large trucks and trailers on its route between Pocatello and the bay region of California via Twin Falls and Wells, Nevada, and on its two routes between Pocatello and Salmon City--one via Arco and Challis and the other via Idaho Falls and the Lemhi Valley.[3] Together these two big carriers employ about 100 persons in Pocatello, with some 260 workers at other points along their lines.[4]

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[1]One small firm, for example, operates south from Pocatello to Malad, another west to Aberdeen, and still another north to Driggs. Since these motor carriers transport much of the merchandise distributed throughout the territory by Pocatello wholesalers, they play a significant part in the activity pattern of eastern Idaho.

[2]This information was supplied by Mr. Norman V. Stedfeld, secretary-treasurer of Garrett Freightlines.

[3]Information on the Cotant Lines was furnished by Mr. J. O. Cotant, president of the firm.

[4]Garrett and Cotant have their main repair shops in Pocatello.

That the Garrett and Cotant firms have assumed such a high position in the trucking business of the western United States may be attributed not only to the leadership and foresight of the companies' founders, but also to the splendid location of Pocatello on the principal trade channels of the Intermountain West. The other two major carriers, one a large California corporation, and one a locally owned company, have a total of twenty-two employees in the city.[1] These concerns tie the principal trade centers of southern Idaho to Pocatello and to Salt Lake City. Altogether the chief carriers with their numerous connecting lines give Pocatello rapid and efficient trucking service to all the major cities in the western United States. Over their lines a total of thirty-eight large trucks and trailers arrive at, and depart from Pocatello daily. In addition, of course, many trucks are operated by small concerns that serve the city.

The Garrett firm has its own warehouse and its own city delivery service, but the other concerns contract warehouse and drayage facilities. The transfer and storage companies also serve as contract draymen for the railroad. Merchandise consigned to Pocatello in pool and stop cars is distributed by these draymen throughout the city and its immediate vicinity; in fact this pick-up and delivery work is an important function of these transfer establishments.[2] Several of these concerns also act as agents for the distribution of pool car merchandise throughout eastern Idaho. Such merchandise, consigned to retailers in outlying towns, is hauled by carriers that operate out of the city, but goods delivered to Pocatello merchants are hauled in their own trucks. For these draymen the storage and transfer of household goods and furniture is another important job. This work may take them into all sections of southern Idaho, but only a few concerns have a license to haul goods into neighboring states. For the most part, public warehouse facilities in the city are owned by the transfer and storage people. Aside from the storing of household effects these warehouses also are used by a number of commercial firms who

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[1] The first concern is the Pacific Intermountain Express Company and the latter the Orange Transportation Company.

[2] A pool car is a car of merchandise shipped into a city and from that point distributed to a number of retailers. On the other hand a stop-car will be stopped at various places along the line, and at each place part of the load will be removed.

do not have sufficient business to warrant the building of their own warehouses, but most wholesalers have adequate storage space.

The large motor carriers transport a wide variety of articles. Dairy products, especially cheese and other perishable commodities such as potatoes, are shipped in large quantities to California, Utah, and other western states. The fact that three-quarters of the Garrett rolling stock is equipped with cooling equipment, illustrates the place occupied by perishable commodities in this traffic. The trucking business, therefore, derives much of its support from the agricultural industry of the region. Semitropical fruits and out-of-season vegetables make up part of the return flow from California. Manufactured goods from both California and Utah include canned foods and other groceries, dry goods, petroleum products, automobile parts and tires, household goods, furniture, hardware, plumbing supplies, and many other items.[1] The significant movement of wheat and livestock from southern Idaho into Ogden with a return flow of coal is handled in part by small concerns, yet the farmers themselves play an important role in this traffic. None of the large carriers with regular schedules haul coal or livestock.[2]

The trucking business like the railroad activities also has seasonal tendencies. The period from May to December is usually the busiest time of year, with the harvest and holiday season from September to December especially good. But during the midwinter months the inventory of most merchants is low, hence the business of these truckers falls off materially. Consequently the motor carriers are working with a reduced personnel at the same time that the railroad is laying men off. In this manner the unemployment problem is further aggravated.

Other Transportation

Railroad passenger service in the region is supplemented by stage service, which to a large degree is centered in Pocatello.

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[1]Much of the merchandise from Utah is distributed by Ogden and Salt Lake City wholesalers.

[2]Of the 34,933 cattle and 691,488 sheep shipped from Idaho to Ogden during 1940, about 51 per cent of the cattle and 10 per cent of the sheep were moved by truck. Letter from Dudley F. Estes, secretary, Ogden Union Stockyards Company, February 20, 1940.

But since the highways are built through a much broader territory than the railroad, the stage lines have extended their operations to areas without rail service. Naturally Pocatello has benefited from this development which has made it more accessible to persons living in outlying sections of the region. Three small stage lines and one large unit, the Union Pacific Stages, operate out of Pocatello while one bus line operates within the city.[1] The names of the three small concerns, the Bear Lake Stages, the Salmon River Stages, and the Aberdeen Valley Stages, indicate the territory they serve. On the other hand the Union Pacific Stages and connecting lines tie Pocatello to all the principal towns in southern Idaho and to the major centers in adjoining states. That portion of the Union Pacific Stage Line northwest and north of Salt Lake City as far as Twin Falls, and Ashton, Idaho (near Yellowstone Park), is administrated from the Pocatello Bus Depot on south Main Street (Figs. 2 and 8).[2] This likewise is the terminal for the other lines. As approximately four hundred persons use this terminal daily, with fifteen busses arriving and fifteen departing every twenty-four hours, one can see that it is an important gateway to Pocatello.

At one time the city granted a franchise to build a street car system but the narrow sixty-foot thoroughfares made such a project impracticable, consequently the tracks never were laid. Today a privately-owned bus line serves the city adequately.

Pocatello is one of the few Idaho communities to have regular air transport service. The city therefore occupies a significant position not only in the railway and highway pattern of the state, but also in the airway pattern. Although the air transport industry employs few persons it is a valuable asset to Pocatello because it is a service that may aid in the development of other activities. Moreover, the small air transport industry of today is a nucleus around which a future air transport industry of sizeable proportions may develop.

Air service to Pocatello began in August 1928 when the National Parks Airways (Western Airlines) opened a route between Salt

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[1]The Union Pacific Stage Line, of course, is owned by the railroad company.

[2]This material was supplied by Mr. Walter A. Betcke, superintendent of the Union Pacific Stage Lines in Pocatello.

Lake City and Great Falls, Montana.[1] Pocatello was one of the points along the line to be served by this company. At that time the chief purpose of the concern was to haul mail into Montana. Later the line was extended to San Diego, California.[2] In 1936 the company began carrying passengers to West Yellowstone, Montana during the summer months. Up until 1940 San Diego and Great Falls formed the terminus of this company's lines, but now the service has been extended to Lethbridge, Alberta, Canada where contact is made with the main Canadian transcontinental line. At present two southbound and two northbound planes stop daily at the Pocatello Airport, which is located about five miles northwest of the city adjacent to U. S. Highway 30 N (Fig. 6). The improvement of this terminal under the national emergency program and the fact that fog seldom handicaps operations at Pocatello, should aid the further development of the air transport industry.[3]

In concluding this discussion of transportation activities, it may be noted that since the Union Pacific engages a third of the gainfully employed persons in the city, railroad work obviously is by far the most important transportation activity in Pocatello. Notwithstanding this dominant position of the railroad, each type of transportation, though to a certain degree competing with each other, nevertheless performs a distinctive service for the city and the region. It will be recalled, for example, that in land transportation the railroad is preëminent in the efficient hauling of large quantities of bulky items such as coal and lumber. The motor freight carriers and the stage lines play a special role in that they provide transportation service to remote parts of the region that are either without rail facilities or have inadequate rail service. On the other hand the air line provides fast passenger and mail service. Since these minor transportation activities have augmented freight and passenger service to and

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[1]Data on air transportation were secured primarily from Mr. Arthur Kelly, district passenger traffic manager of Western Airlines.

[2]This section of their route connects southern California to the United Air Lines at Salt Lake City.

[3]On several occasions during the winter of 1940-41, United Air Line planes stopped at Pocatello rather than Salt Lake City where heavy fog made operations hazardous.

from the city, and improved service through greater competition, they have made Pocatello a better assembling and distributing point. The motor freight carriers, the stage lines, and the air line, therefore, along with the railroad, have aided the expansion of commercial, manufactural, and other activities that will be considered in the following chapters.

CHAPTER VI

THE RETAIL AND WHOLESALE TRADE

In large measure the commercial activities of Pocatello may be segregated into the retail and wholesale trade. It will be remembered that retail firms employ a large number of persons. In fact the 326 retail stores in Pocatello and Alameda engaged 1,554 workers in 1940, or about half the number employed in transportation. On the other hand in this same year the city's 52 wholesale houses gave employment to only 332 workers (Table 1). From these figures it is evident that in terms of the occupational structure the retail trade is much more important to the city than the wholesale business.[1]

It was noted earlier that retail stores first were established at Pocatello in order to serve the railroad workers. Since these people are still more numerous than any other occupational group in the city, and since many of them have fairly high incomes, a sizeable volume of retail sales, even today, are made to railroad employees.[2] This is one way in which the Union Pacific supports Pocatello commercial activities; another of course is its service in assembling merchandise. However, with the growth of

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[1]The U. S. Bureau of the Census, Sixteenth Census of the United States: 1940. Retail Trade--1939, Vol. I, Part 3 (Washington: Government Printing Office, 1941), p. 511, gives Pocatello a total of 1,514 persons employed in retailing. This figure includes both employees and active proprietors of unincorporated businesses. To this number has been added an estimated 40 workers engaged by 10 Alameda retail stores. This latter figure has then been added to the 316 stores listed for Pocatello. The figures on the number of wholesale workers (both employees and proprietors), and number of establishments as given in the Sixteenth Census of the United States: 1940. Wholesale Trade-Idaho, 1939 (Washington: Government Printing Office, 1941), p. 4, also has been increased by 15 employees and 6 establishments. These 6 firms are located near, but not within the city.

[2]By using passes, granted by the railroad, quite a number of Union Pacific employees have found it relatively inexpensive to go to Salt Lake City and make purchases. Pocatello thus has lost some retail trade.

commercial, manufactural, and other occupations in the city, with the expansion of farming on the Snake River Plain, and with the improvement of highways and automobiles, probably 75 to 80 per cent of the sales now are made to non-railroad workers. Some of these customers, attracted to Pocatello by the diversity and quality of merchandise sold in its stores, by numerous government agencies centered in the city, and by other factors, come from outlying sections of eastern Idaho (Fig. 15).

Most cities the size of Pocatello have a number of wholesale firms, especially if they are not functioning under the overshadowing influence of a large metropolitan center. If this dominating effect does not exist, then the volume and scope of the small city's wholesale business usually is governed by the relationship of that community to, and the nature and size of its supporting territory. To a considerable extent the Pocatello wholesale trade, as noted in Chapter I, is limited by competition with firms in Salt Lake City and Ogden, Utah, and Idaho Falls and Twin Falls, Idaho. Due to this, and due also to the sparcity of population in its vicinity, most Pocatello wholesalers, like retail merchants, secure a substantial volume of their total business from the city. But seeing that the town has a key position in eastern Idaho, many Pocatello wholesalers likewise trade throughout a rather broad territory. A number of outlets serve a definite area that has been allocated to them. In most instances these establishments are branches of large manufacturing corporations. Other firms trade throughout as extensive a territory as they economically can serve (Fig. 16).

Section 1. The Retail Trade

Pocatello retail firms sold approximately $11,733,000 worth of merchandise in 1939.[1] As a retail center the city ranked second in the state, being surpassed by Boise, whose sales were almost double those of Pocatello.[2] Moreover, the retail sales at Twin Falls and Idaho Falls almost equalled the Pocatello figure

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[1] Sixteenth Census of the United States: 1940. Retail Trade, 1939, Vol. I, Part III, p. 511.

[2] Boise with a population of 26,130, had sales of $22,103,000 (Ibid., p. 511).

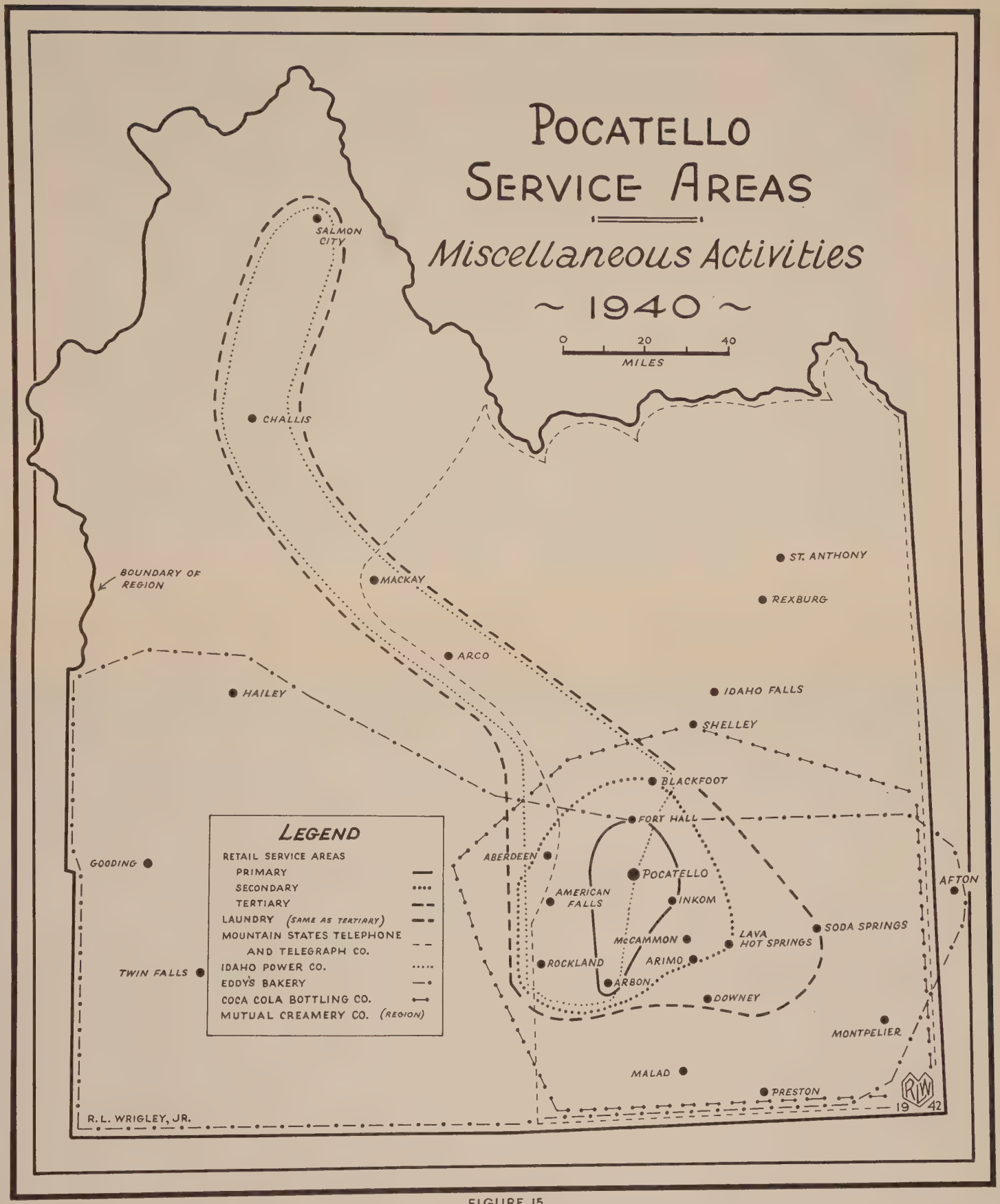
POCATELLO
SERVICE AREAS
Miscellaneous Activities
~ 1940 ~
0 20 40
MILES
SALMON CITY
CHALLIS
MACKAY
ARCO
HAILEY
BOUNDARY OF REGION
ST. ANTHONY
REXBURG
IDAHO FALLS
SHELLEY
BLACKFOOT
FORT HALL
ABERDEEN
POCATELLO
AMERICAN FALLS
INKOM
McCAMMON
LAVA HOT SPRINGS
SODA SPRINGS
AFTON
ROCKLAND
ARIMO
ARBON
DOWNEY
MONTPELIER
MALAD
PRESTON
GOODING
TWIN FALLS
LEGEND
RETAIL SERVICE AREAS
PRIMARY
SECONDARY
TERTIARY
LAUNDRY (SAME AS TERTIARY)
MOUNTAIN STATES TELEPHONE AND TELEGRAPH CO.
IDAHO POWER CO.
EDDY'S BAKERY
COCA COLA BOTTLING CO.
MUTUAL CREAMERY CO. (REGION)
R.L. WRIGLEY, JR.
RLW
19 42

FIGURE 15

yet these are somewhat smaller cities.[1] With respect to per capita sales the statistics for these four leading centers were: Twin Falls, $948; Boise, $846; Idaho Falls, $739; and Pocatello, $647. The fact that the first three cities are surrounded by a rich agricultural country that is densely populated and that the Pocatello vicinal area is little used agriculturally and is sparsely populated, accounts for this difference.

Localization of Retailing

Retail firms are located chiefly in the Business District where they occupy much of the land. The grouping of establishments in this section enables customers to move easily from store to store and compare prices and types of merchandise. Since these firms attract a large number of persons, the Business District has become an excellent location for financial, professional, and other activities. Services performed by the latter groups in turn draw more persons to this section. As a result, retail and other activities tend to accumulate in the Business District.

As in nearly all towns the size of Pocatello, the same type of retail activities exhibit little tendency to localize within the Business District. Yet the character of the commercial area on the West Side is different from that on the East Side. The reader will recall that the West Side Business District is much larger and more attractive than the Business District along east Center Street. A wide variety of generally small concerns are scattered through the latter section. Second and third class eating and drinking places especially are numerous. Several large grocery stores, a big hardware and lumber establishment, two drug stores, a furniture store, and a number of automobile dealers also are located in this section, but there are few clothing stores (Fig. 7). These establishments are found chiefly along Main and Center streets on the West Side, and largely within one block of the intersection of these thoroughfares. Many clothing stores carry a large stock of high quality merchandise. Three large variety stores, all jewelry and music stores, five of Pocatello's eight drug stores, and most general merchandising and

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[1]The population of Twin Falls and Idaho Falls was 11,851 and 15,024, respectively, while their sales were $11,230,000 and $11,086,000 (Ibid., p. 511).

furniture stores, eight grocery stores, and five of the city's leading garages also are located in the West Side Business District. The fact that garages need considerable space for parking and switching cars, that traffic is heavy in the Business District, that land is less expensive outside this district, and that it is desirable to have a used car lot near their garages, has influenced several concerns to locate outside the principal commercial area.

Retail firms dealing in bulky commodities, such as lumber and coal, are located chiefly in the Whole District, and largely in the northern half of that section.[1] Seeing that these are physically larger establishments than most concerns in the Business District, and seeing that it is essential for them to be either on or near a railroad siding, they have located in this section where land is much cheaper than in the Business District, and where the best contacts are made with the railroad and trucking lines.[2]

It will be recalled that grocery stores are widely distributed throughout the residential areas while many gas and oil stations are found along highways U. S. 91 and 30 N, both in and outside the Business District.[3]

Major Kinds of Retail Business

Grocery and general merchandise stores, garages and other automotive concerns (but not filling stations), restaurants and other eating places, and drinking establishments employ somewhat over half the persons engaged in the retail trade and make over half the total sales (Table 5).

Grocery stores are more numerous and have greater total sales than any other group, but on the average each store affords

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[1]Until late in 1941 five of the six lumber dealers operating in and near Pocatello were located within three blocks of the railroad yards and between Halliday and Center streets (Fig. 10). One of these firms now has moved to north Fifth Avenue.

[2]Lumber and other building materials sold by firms not located on a rail siding are trucked from the terminal district to their storage yards. In many instances it is hauled directly to the consumer.

[3]Of course gas and oil stations often are called "filling stations."

TABLE 5

POCATELLO RETAIL TRADE IN 1939[a]

Kind of Business	No. of Stores	Sales (Add 000)	Active Prop. of Unincorp. Businesses	No. of Employees (Av. for Year)	Total Pay Roll (Add 000)
Grocery, combination stores..	58	$ 2,107	50	122	$ 112
Other food stores.....	13	265	15	32	39
General stores (with food)...	..	..	..	..	..
General merchandise group....	8	1,311	7	198	158
Apparel group, except shoe stores.....	22	689	12	81	90
Shoe stores (all kinds).....	5	..	..	..	..
Furniture-household-radio group.....	18	..	..	..	..
Automotive group.....	18	1,766	12	169	221
Filling stations.....	43	669	38	52	41
Lumber and building-materials dealers.....	6	585	2	37	70
Plumbing, paint, electrical stores.....	3	82	1	12	12
Hardware stores.....	3	98	3	9	7
Farm implement-tractor-hardware dealers.....	1				
Restaurants, other eating places.....	40	640	53	153	115
Drinking places.....	24	268	25	51	47
Drug stores.....	8	460	6	47	54
Liquor stores (packaged goods).....	Two stores, combined with "other stores"				
Fuel, ice, fuel-oil dealers..	6	295	4	27	41
Feed stores, farm and garden supplies.....	3	472	2	42	64
Jewelry stores.....	5	214	4	14	26
Other stores.....	32	813	29	84	88
Totals, all stores.....	316	$11,733	279	1,235	$1,355

[a]Source: Sixteenth Census of the United States: 1940. Retail Trade, 1939, Vol. I, Part III (Washington: Government Printing Office, 1941), p. 616. This table does not include the ten retail firms in Alameda.

employment to only three persons. However, there are five big markets in the Business District; two on the West Side, and three on the East Side.[1] As most of these grocery firms secure their

[1]Four of these super-markets are owned by large national chains.

merchandise from Pocatello wholesalers, they help materially to support the wholesale trade.[1]

Eight general merchandise stores have an average of 25 employees each. The biggest concern in this group, and the largest retail firm in Pocatello, is the Montgomery Ward Store with about 50 full-time wage-earners. In the true sense of the word it is the only department store in the city. Yet three other large clothing and dry goods stores with from 30 to 45 full-time workers each have been classed as department stores (Fig. 7).[2] Three variety stores with an average of 20 workers each are other leading retail outlets. Unlike grocery concerns, general merchandise stores have virtually no business with Pocatello wholesalers.[3]

Automotive firms rank third in total number of persons employed and second in volume of sales, but their yearly payroll of $221,000 is the largest in the retail trade. One automobile dealer has almost 50 employees, several have 10 to 20, but most concerns have only 5 to 10 workers. In proportion to the number of cars in service these firms do not have as much repair work now as they had fifteen years ago.[4] With technical advancement in cars and improved highways, automobile repair work, like activities in the railroad shops, has not increased to the same degree as the flow of traffic. Furthermore, the forty-three gas and oil stations along the principal highways in the city now perform some jobs that once were handled by garages (Fig. 5). In managing their sales several of these firms work under a district system with district headquarters in Salt Lake City, but others are direct factory dealers.[5]

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[1]A survey of Pocatello Wholesale Firms made by the writer reveals that 25 to 60 per cent of the sales of many concerns are made to local retailers.

[2]One store is operated by the J. C. Penney Company. The others, the Peoples Store and Fargo-Wilson-Wells, have been leading Pocatello retail outlets for fifty years.

[3]Clothing is bought largely from eastern and west coast houses, while merchandise sold by variety stores comes from many sections of the nation.

[4]Since automotive plants now are engaged in national defense work, people will be unable to secure new cars. In consequence automobile repair work will increase tremendously.

[5]Under the district system dealers need not keep many cars

The sixty-four eating and drinking places in Pocatello serve chiefly the city population and visitors from other parts of the region. In general these concerns are located along Main and Center streets in the Business District. In a number of places along these avenues several establishments are closely spaced (Fig. 7). It will be remembered that many taverns are scattered along east Center Street, but there also are a number of restaurants and small lunch rooms in this section. For the most part the highest class establishments are located on the West Side. Taverns and small lunch rooms also are found in this district. These eating and drinking places not only give work to 282 persons, but in addition they supply the grocery stores and wholesale houses with considerable business.[1]

Figures on the total number of employees in the furniture, household goods, and radio group are not available, but the eighteen stores classified in this category certainly are an important factor in the Pocatello retail trade. One furniture store alone has 22 employees; it is the largest firm of this type in Idaho. Since it has a large stock of high class merchandise this store attracts customers, not only from all sections of the region, but also from adjoining parts of Montana and Wyoming. The fact that this store, and a number of hardware and general merchandise stores carry a larger quantity and a greater variety of merchandise than is found in many towns of comparable size in the east, further emphasizes the "capital" quality of Pocatello that was noted early in this dissertation.

The twenty-two apparel stores and the eight drug stores are other leading employers of labor. But the lumber and building material firms that are rather conspicuous in the landscape of the city employ only 39 persons.

Seasonal Aspects of the Retail Trade

For most retail forms the three months preceding Christmas are the busiest of the year, while the three months following the

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on hand, because within a short time automobiles can be forwarded from the district headquarters where a reserve stock is held. For a company representative several weeks may elapse before cars can be delivered.

[1]This figure includes both proprietors and employees.

holiday season constitute a depression period when sales are off and employment is down. Thus during the pre-Christmas rush almost all stores have extra help, but after the holidays these workers are laid off.[1] Unfortunately this curtailment of retail activities coincides with the slack season in the railroad and construction industries. As a result the unemployment problem in Pocatello during the winter months has become rather severe. Many firms, however, have a thriving business during periods of the year other than the pre-Christmas season. Lumber and other building supply concerns are busiest, of course, during the warm months when construction is active. When the cold season commences many lumber establishments have an excellent coal trade, but these sales fall off as much as 95 per cent during the summer.[2] Automobile sales are highest in autumn when new models appear, but automotive repair work is at a peak in spring and early summer when people are preparing for vacations. Besides the busy pre-Christmas period, jewelry stores also have good sales in May and June--the season of graduations and weddings. For many clothing stores there is a buying rush for Easter and summer apparel during the spring months, while Memorial Day has a profound effect on the sales of the florist and monument dealer. Retailers of school supplies naturally have an excellent business in August and September. With drug stores the fountain sales are high in summer, while drugs are best in winter. On the other hand furniture sales are most active in the spring and autumn.

Retail Service Areas

Since much of its business is handled on a cash-and-carry basis, the retail trade does not have the same check on its marketing territory that the wholesale trade has on its service area. In the latter business, of course, accounts are kept with all customers. Through long experience, however, most retailers have a fair idea of the territory they serve. A survey of about fifty of them reveals that almost every kind of business has a different

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[1] For example, during the intense pre-holiday activity each variety store will employ from 40 to 50 extra workers.

[2] At one time coal and ice formed a good combination, but the ice trade has diminished to such a degree with the coming of electrical refrigerators that many coal and ice companies have closed.

marketing territory. But in order to simplify this presentation the service area of Pocatello retailers has been delimited into three zones that are designated as primary, secondary, and tertiary (Fig. 15).[1] By and large, the accessibility of the city, competition with other centers, and natural barriers, chiefly deserts, are the major factors limiting this marketing territory.

The primary zone, from which Pocatello merchants secure virtually all the trade, includes that territory north and southwest to points about 12 miles from the city, or half the distance to Blackfoot and American Falls (Fig. 15). On the south it extends about 35 miles to the sparsely settled dry farming country around Arbon, while Inkom, 13 miles to the east, is another limiting point. As variously estimated by a number of merchants interviewed, from 80 to 90 per cent of their total sales are made to the 27,000 persons living within this area.[2] Since 21,000 of these persons live in Pocatello and Alameda, one inevitably is led to the conclusion that local merchants, to a very large degree, are dependent on the city market. Pocatello per capita sales mentioned at the beginning of this chapter would seem to substantiate this conclusion further.

Five to 10 per cent of the sales are made to the 18,500 persons living in the secondary zone (Fig. 15). To the north this territory extends to Blackfoot, the county seat of Bingham County, 25 miles from Pocatello. To the west it includes the agricultural settlements between Blackfoot and Aberdeen. To the south it takes in the dry farming country about American Falls and Rockland, some 40 miles from Pocatello, while on the east Arimo and Lava Hot Springs, 30 to 35 miles from the city, are limiting

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[1] In 1927 the J. Walter Thompson Company examined the geographic distribution of sales of a number of leading Pocatello merchants. From this survey the following counties were included in the Pocatello retail shopping area: Bannock, Bear Lake, Bingham, Blaine, Butte, Camas, Caribou, Cassia, Custer, Franklin, Gooding, Lemhi, Lincoln, Minidoka, Oneida, and Power counties in Idaho and Lincoln, Teton, and Sublette counties in Wyoming. Pocatello retail sales in many of these outlying counties are so small that one cannot truthfully say that the county belongs in the city's retail shopping area. See: Retail Shopping Areas (New York: J. Walter Thompson Co., 1927), pp. 55-56.

[2] Data on the population of the retail zones were computed after a study of the precinct map and the population figures in the Sixteenth Census of the United States: 1940. Population--Idaho, First Series.

points. The merchants in Lava Hot Springs, McCammon, American Falls, and other small towns in this secondary zone south and east of Pocatello, handle mostly groceries, a limited supply of dry goods, and a few other staples. As a result Pocatello retailers secure much of the trade from this section. In contrast a good part of the business from persons living in and near Blackfoot goes to merchants in that city who have built up a fine retail section. This town of 3,700 inhabitants likewise secures considerable trade from Aberdeen and other farming communities west of the Snake River and the American Falls Reservoir. Then, too, some Blackfoot business goes into Idaho Falls. It will be recalled that the latter city has virtually as large a retail trade as Pocatello. Furthermore, because of its location twenty-seven miles northeast of Blackfoot in the midst of the extensive and prosperous agricultural country of the Upper Snake River Valley, Idaho Falls retail stocks for farm commodities in particular are more complete than those in Pocatello; in other words it has catered to the farm population more than the latter town, consequently, it draws the farm trade from a wide territory.[1] Obviously this competition largely excludes Pocatello merchants from the retail business of that country north of Blackfoot, with the possible exception of some sales in luxury goods such as jewelry and the more expensive clothing. Notwithstanding this competition, Pocatello receives quite a large volume of business from Blackfoot, and from Aberdeen and other communities southwest of that point.

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[1] In order to understand this point one should visualize the retail section of a city as a large department store. The drug stores constitute one department, clothing stores another, and hardware stores still another. For many of these departments the purchaser has nothing to choose from between Pocatello and Idaho Falls, because the Montgomery Ward, Woolworth, J. C. Penney, Safeway, and other chain stores located in each city are largely standardized in their stock of merchandise and the prices they charge. Likewise with many other independent stores, the same type of goods are sold in each city and at the same price. The difference between these centers is that Idaho Falls has a few departments that are either not found or are not very large in Pocatello. Thus, Idaho Falls has numerous farm implement concerns, harness shops, seed houses and other businesses that supply special needs of the farmer, but Pocatello has few such establishments. In consequence, farmers, even from the Pocatello vicinity, go into Idaho Falls to secure a spare part for a combine or a new plow. They know that Idaho Falls has a large stock of this merchandise whereas it may be necessary for the Pocatello merchant to order it from the factory. While in Idaho Falls these farm people patronize other stores.

A small percentage of the Pocatello retail sales are made to the 19,000 persons widely dispersed in the tertiary zone which extends over a rather broad territory (Fig. 15). About 8,700 of these persons live near Idaho Highway 27 and U. S. Highway 93 between Arco, at the edge of the Snake River Plain, and Salmon City, deep in the mountains of Central Idaho.[1] For the most part local stores throughout this territory handle only staple goods, hence many persons use the above highways to trade not only with Pocatello, but also with Blackfoot and Idaho Falls merchants. Moreover, as sections of these highways are in a rather poor condition, and as U. S. Highway 93 from the Idaho line north to Missoula, Montana is an excellent road, some business from the country along the Salmon and Lemhi rivers goes north to that Montana center which is 142 miles from Salmon City.[2] To the south and east of Pocatello the tertiary zone extends 38 miles to Downey and 69 miles to Soda Springs. Most of this territory is in Bannock County. This factor alone brings many persons into Pocatello. Here they transact county and other government business; and while in the city they patronize the many stores and take advantage of the entertainment features. Very few Pocatello merchants secure trade from the territory south of Downey because Malad and Preston, and especially the latter city, have good retail districts.[3] Then, too, some of the trade from this territory goes into Utah towns, principally Logan and Ogden. Pocatello also derives little business from the country east of Soda Springs because Montpelier has a well developed retail section that serves the Bear Lake country. Furthermore, some people from Montpelier and vicinity go into Logan, a city of twelve thousand inhabitants which is only 70 miles away, whereas Pocatello is almost 100 miles distant.[4] Pocatello

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[1]Salmon City is 228 miles from Pocatello.

[2]This case illustrates the importance of good highways in focusing trade on a city.

[3]In 1940 Malad had a population of 2,731, and Preston, 4,236. Sixteenth Census of the United States: 1940. Population--Idaho, First Series, pp. 6 and 8.

[4]The fact that Utah has long been the center of Mormon activities, and that a high percentage of the population in the Malad and Cache valleys and in the vicinity of Bear Lake, are members of that church, no doubt has tended to attract business to Utah. Persons go to Logan and Salt Lake City and do special reli-

retail sales in the country south and west of American Falls naturally are limited by a 45 mile strip of desert that lies between the above town and the Central Snake River Valley, and by the fact that the latter country is served adequately by Twin Falls, Burley, Rupert, and other towns.

Certain kinds of retail activities of course make a higher percentage of their total sales to persons living in the primary zone than other kinds of retail business. The grocery stores, filling stations, and other concerns handling staples with a rapid turnover in sales, are limited, in a large measure, to this market. In fact, many of these distributors do virtually all of their business with persons living in Pocatello and its neighbourhood area, because the merchandise they sell is so standardized and is in such constant demand that outlets have been established in almost every small community. On the other hand, retail concerns that do not have a rapid turnover in business, such as jewelry, music, and furniture stores, generally have a much wider service area. These firms are not commonly found in small towns. The territory tributary to these communities in most cases will not support such a store, but when they are found in small cities they generally carry an incomplete line of stock. If roads are good and distances not too great, the purchasers of this type of goods frequently are willing to travel to the larger centers and make selections from a wider and better class of merchandise. In other words, distance to market is a less important factor with luxury goods than with staple items.[1] Clothing stores, for the most part, also have considerable business outside the primary zone. The cheaper apparel goods, as previously noted, are found in many small towns, but more expensive clothing is sold chiefly in the larger cities.[2] Here one store will specialize in men's clothing,

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gious work in the temples located at those points. Perhaps the new Mormon temple at Idaho Falls will keep some of these persons in Idaho.

[1]Because of the wide assortment and high quality of their merchandise, the three principal jewelry stores in particular draw trade from all sections of the Pocatello region.

[2]The country general store once occupied a leading position in the retail trade of eastern Idaho. But in the decade 1929-39, the number of such stores in the state decreased by 58 per cent (Sixteenth Census of the United States: 1940. Retail Trade--Idaho, 1939).

another in women's wear, and still another in shoes. By coming to the larger retail districts a person can make a comparison of the merchandise offered by the various stores. Not only is this shopping enjoyable to most individuals, but generally they will be more satisfied with their purchases. In this connection also it should be noted that the sales territory of low priced automobiles is more restricted than that of expensive cars. The arbitrary limitation of the territory to be served from one center by some manufacturers, and the desire for many retail outlets by others, are additional factors that influence the trade area of various types of retail firms.[1]

Section 2. The Wholesale Trade

Pocatello wholesale firms sold $7,175,000 worth of merchandise in 1939.[2] As a wholesale center the city, in that year, ranked fourth in the state. Since it is a bigger town and since it has a more productive trade territory, the capital city, Boise, naturally has a larger wholesale business than Pocatello.[3] But in this same year the sales volume for Idaho Falls was approximately $2,000,000 and for Twin Falls, $1,000,000 more than the Pocatello figure.[4] However, the totals for Idaho Falls, Twin Falls, and Boise include sizeable wholesale shipments of farm commodities to out-of-state markets. This trade largely accounts for the difference in volume between Pocatello and the other cities.

Factors Affecting the Development of Wholesaling

The size and diversity of the Pocatello wholesale trade represents an adjustment to both favorable and unfavorable factors that influence the development of wholesaling at this point.

Favorable factors.--Excellent transportation service is the chief factor contributing to the growth of the wholesale busi-

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[1] Often a manufacturer prefers to have his goods sold over a wide territory by one outstanding distributor who can purchase merchandise by the car load.

[2] Sixteenth Census of the United States: 1940. Wholesale Trade--Idaho, 1939, p. 4.

[3] Boise had a wholesale trade of $16,878,000. Ibid., p. 4.

[4] Ibid., p. 4.

ness. The many transportation lines converging on the city make it a convenient assembling and distributing point. Indeed, all sections of the Pocatello Region can be reached quicker from this center than from any other city, because it occupies a pivotal position between the Upper and Central Snake River valleys on the one hand, and between Southeastern Idaho and the narrow upland valleys of Central Idaho on the other. It is, therefore, the logical site for a wholesale house that proposes to serve the entire Pocatello region.

The city market of twenty-one thousand (including Alameda) is the largest in eastern Idaho. As many wholesalers make from 25 to 60 per cent of their total sales to Pocatello stores one can see that this market has contributed greatly to the success of the trade. In fact it supplies the business volume necessary to justify the establishment of wholesale houses at this point.

Numerous well located building sites, adequate warehouse space, and good rail and truck connections likewise favor the growth of wholesaling in Pocatello (Fig. 10).

Unfavorable factors.--Of course the unproductiveness of much of its contiguous area, as heretofore pointed out, is an adverse factor. Pocatello, to be sure, is well situated to serve all that territory here delimited as the Pocatello Region, yet it is not as well located to serve those "sections that count most," as Idaho Falls and Twin Falls (Fig. 2). For example, a firm whose objective is to serve chiefly the Central Snake River Valley naturally will locate in Twin Falls. On the other hand a wholesaler whose principal interest is to trade with the Upper Snake River Valley will locate in Idaho Falls. These cities with their densely populated neighbourhood areas form a concentrated market whose trade volume is sufficient to support wholesale activities. As a result, Pocatello merchants in many lines face severe competition from these towns in this rich farming country. Pocatello firms secure much of the business from Central Idaho, but since this is a little developed and sparsely populated country where one must travel long distances in order to serve a relatively few retailers, it is of minor importance. As Idaho Falls is ill-placed to trade with the scattered population in Southeastern Idaho one might assume that this was exclusively Pocatello territory. However, it will be remembered that business from this area must be shared with Salt Lake City and Ogden wholesalers. In fact the Utah firms

secure most of the trade from that country south of Downey. They likewise have an extensive business in other parts of eastern Idaho.[1] Such competition thereby curtails the growth of wholesaling not only in Pocatello, but also in Idaho Falls and Twin Falls, and to some extent in Boise.

That Utah firms have a sizeable Idaho business may be ascribed to a number of factors. In the first place many of these concerns built up their trade before wholesaling secured a start in Pocatello and other Idaho centers.[2] This early beginning enabled them to develop well established commercial channels. It is difficult for other firms to break into this business because a wholesale house at Salt Lake City or Ogden is nearer the center of population of the Intermountain West than if it were located at Pocatello.[3] In the second place, railroad rates for many years favored Utah cities over Idaho points. The Pocatello Tribune of June 15, 1895 states that:

> . . . . the Union Pacific has announced a new freight schedule establishing Montana common point rates from the east to all Utah common points. . . . . It makes sweeping reductions, ranging from 15 to 30 per cent. . . . . This is another direct slap at Idaho, and it would seem as though the Union Pacific officials were determined to ruin every business interest in this state if possible. Idaho has heretofore had the same rate as Utah, but while the Utah people have been granted big reductions, our rates are left as before. This will annihilate the jobbing business in Idaho.

The Pocatello Tribune of June 13, 1903 still contended that Pocatello needed a rate as good as that enjoyed by Salt Lake City. By December 24, 1907 the same paper noted that Pocatello had favorable rates. But since that date the assertation frequently has been made that Idaho interests have been ignored whenever new tariff schedules for the intermountain country were established.[4] In

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[1] Drugs and hardware supplies are examples of merchandise widely distributed by Ogden and Salt Lake City wholesalers throughout southern Idaho.

[2] It will be recalled that two Ogden wholesale firms established branches at Pocatello as early as 1883. Within a few years these outlets were closed, but shortly thereafter other Utah firms opened branch houses.

[3] As noted early in this chapter, some trade from the large Latter-Day-Saint (Mormon) population in eastern Idaho has tended to gravitate toward the major Utah towns.

[4] Mr. G. B. McKee, vice president and treasurer of the Salt Lake Hardware Company, Salt Lake City, states that "for a period

consequence of this condition Idaho cities have found it difficult to compete with outside interests. In order to hold their trade in merchandise that has a rapid turn-over, such as groceries, several Utah firms have had to establish branch houses at Pocatello and other Idaho cities. Yet increased speed and efficiency of both highway and rail transportation has enabled strategically located trade centers to serve a wider and wider territory and thus eliminate many branch outlets. In some ways this has favored the Utah wholesale business at the expense of Idaho firms.[1] Inasmuch as Pocatello is the most accessible point to all sections of eastern Idaho, this new efficiency in transportation should give it an advantage over Idaho Falls and Twin Falls, because one concern at Pocatello can serve all eastern Idaho more easily now than before this improvement in transportation, hence there is no need to operate several outlets.[2]

Localization of the Wholesale Trade

Almost two-thirds of the wholesale houses in Pocatello are located in the Wholesale District. Of twenty establishments with five full-time employees or more, fifteen are in this section. Yet similar kinds of businesses are not localized within the district. Half a dozen bulk petroleum plants are situated immediately north of town, while a number of firms are located in the Business District. The latter concerns distribute candy, cigars, automobile supplies, and other items that are neither bulky enough nor sold in sufficient volume to necessitate a location on a railroad siding.

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of years we (Salt Lake Hardware Company) could deliver freight into certain points in Idaho, due to commodity rates, at a lesser figure than it could be delivered from Pocatello." Letter of February 26, 1942.

[1]During the autumn of 1941 the Pocatello wholesale organization maintained by the large Safeway grocery chain was closed. Now the sixteen big Safeway Stores operating in eastern and south central Idaho are served out of Salt Lake City by truck.

The railroad and trucking lines provide Salt Lake City and Ogden wholesalers with overnight delivery service to many points in eastern Idaho.

[2]Rivalry between towns is another factor influencing trade. If a Salt Lake wholesaler, for example, establishes a branch house at Pocatello, then Idaho Falls wants a branch. If this second branch is not established, the Idaho Falls retailers may boycott the Salt Lake City firm.

Description of the Wholesale Activities

The fifty-two wholesale firms in and near the city distribute a wide variety of merchandise. According to the items handled they may be grouped into the following categories: (1) groceries and other food products, (2) machinery, equipment, and supplies, (3) petroleum bulk plants, (4) building supplies, (5) automobile and electrical appliances and supplies, (6) hides, wool, fur, pelts, and junk, (7) office supplies and equipment, and paper products, and (8) miscellaneous items.

Groceries and other food products.--The division of the wholesale trade distributing groceries and other food products is the most important wholesale group in Pocatello with approximately 125 full-time employees, or about 38 per cent of those engaged in the city's wholesale business. In addition this group gives part-time employment to some 20 or 30 workers. Four of these wholesalers--Swift, Armour, National Biscuit, and Safeway--are outlets for nationally known concerns. Several firms are well known throughout the intermountain country; others are little known outside eastern Idaho.

The grocery and other food products group may be subdivided into the following divisions: (1) wholesale grocery, (2) confections and beverages, (3) meat, dairy, and poultry products, (4) fruit and other produce, and (5) bakery products.

Wholesale Grocery

Pocatello is an important grocery distributing center in eastern Idaho, however it must share the trade of this territory not only with Idaho Falls and Twin Falls, which also have wholesale grocery outlets, but also with firms in Ogden and Salt Lake City.[1]

Three Pocatello wholesale grocery firms, with a total of 41 wage earners, are situated on First Avenue in the Wholesale District. Their function is to assemble, store, and distribute food products--largely non-perishables--and sundry articles carried by most grocery stores such as brooms and other items. Although this merchandise comes from all sections of the nation,

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[1] As early as 1883 Pocatello had a wholesale grocery enterprise.

the major portion is secured from the intermountain and Pacific coast states. When possible, goods are bought from canners and other manufacturers in southern Idaho and adjacent areas.

One firm, here classified as a wholesale grocery, is in reality a buying office for sixteen Safeway stores.[1] With the exception of an outlet at Montpelier, in extreme Southeastern Idaho, all these stores are located on the Snake River plain, between St. Anthony on the north and Buhl on the west (Fig. 16). The other two firms are branches of Zions Wholesale Grocery Company of Salt Lake City, and John Scowcroft and Sons Company of Ogden, Utah respectively.[2] Besides the Pocatello outlets these concerns also have branches at Idaho Falls and Twin Falls, because in this business it is necessary to be near their customers in order to make quick deliveries.[3] Naturally, these latter branches restrict the sales area of the Pocatello outlets and thus reduces the number of local people that might be employed in this activity. Nevertheless the Pocatello distributors have from 275 to 325 accounts with independent stores scattered throughout the territory north of the city to Blackfoot and Salmon City, west to American Falls, Aberdeen, and Rockland, south to Downey and east to Afton, Wyoming near the western boundary of that state (Fig. 16). As a rule these independent firms are much smaller than the Safeway stores which are mostly big markets, but in the aggregate they sell a larger volume of merchandise than the Safeway stores.

Groceries sold to retailers in and near Pocatello are distributed by the wholesalers' own trucks or by local drayage firms, but merchandise sold to outlying sections in eastern Idaho

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[1]This is a large grocery chain whose business is confined chiefly to the western United States.

Data supplied by Mr. M. S. Christensen, manager of Safeway stores in eastern Idaho. As mentioned on page 134, note 1, this wholesale organization has closed its Pocatello branch.

[2]Data supplied by Mr. Fletcher Scowcroft, president of John Scowcroft and Sons Company, and Mr. S. B. Eggertsen, manager of Zion's Wholesale Grocery Company.

[3]That this is true is illustrated by the fact that at one time Scowcroft moved out of Idaho Falls with the idea of serving the Upper Snake River Valley from Pocatello, but this service was inadequate. Consequently, in order to save their business they had to re-establish their Idaho Falls unit. Since the Safeway wholesale branch serves only Safeway stores, it does not face the same competition as the other firms.

the major portion is secured from the intermountain and Pacific coast states. When possible, goods are bought from canners and other manufacturers in southern Idaho and adjacent areas.

One firm, here classified as a wholesale grocery, is in reality a buying office for sixteen Safeway stores.[1] With the exception of an outlet at Montpelier, in extreme Southeastern Idaho, all these stores are located on the Snake River plain, between St. Anthony on the north and Buhl on the west (Fig. 16). The other two firms are branches of Zions Wholesale Grocery Company of Salt Lake City, and John Scowcroft and Sons Company of Ogden, Utah respectively.[2] Besides the Pocatello outlets these concerns also have branches at Idaho Falls and Twin Falls, because in this business it is necessary to be near their customers in order to make quick deliveries.[3] Naturally, these latter branches restrict the sales area of the Pocatello outlets and thus reduces the number of local people that might be employed in this activity. Nevertheless the Pocatello distributors have from 275 to 325 accounts with independent stores scattered throughout the territory north of the city to Blackfoot and Salmon City, west to American Falls, Aberdeen, and Rockland, south to Downey and east to Afton, Wyoming near the western boundary of that state (Fig. 16). As a rule these independent firms are much smaller than the Safeway stores which are mostly big markets, but in the aggregate they sell a larger volume of merchandise than the Safeway stores.

Groceries sold to retailers in and near Pocatello are distributed by the wholesalers' own trucks or by local drayage firms, but merchandise sold to outlying sections in eastern Idaho

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[1]This is a large grocery chain whose business is confined chiefly to the western United States.
Data supplied by Mr. M. S. Christensen, manager of Safeway stores in eastern Idaho. As mentioned on page 134, note 1, this wholesale organization has closed its Pocatello branch.

[2]Data supplied by Mr. Fletcher Scowcroft, president of John Scowcroft and Sons Company, and Mr. S. B. Eggertsen, manager of Zion's Wholesale Grocery Company.

[3]That this is true is illustrated by the fact that at one time Scowcroft moved out of Idaho Falls with the idea of serving the Upper Snake River Valley from Pocatello, but this service was inadequate. Consequently, in order to save their business they had to re-establish their Idaho Falls unit. Since the Safeway wholesale branch serves only Safeway stores, it does not face the same competition as the other firms.

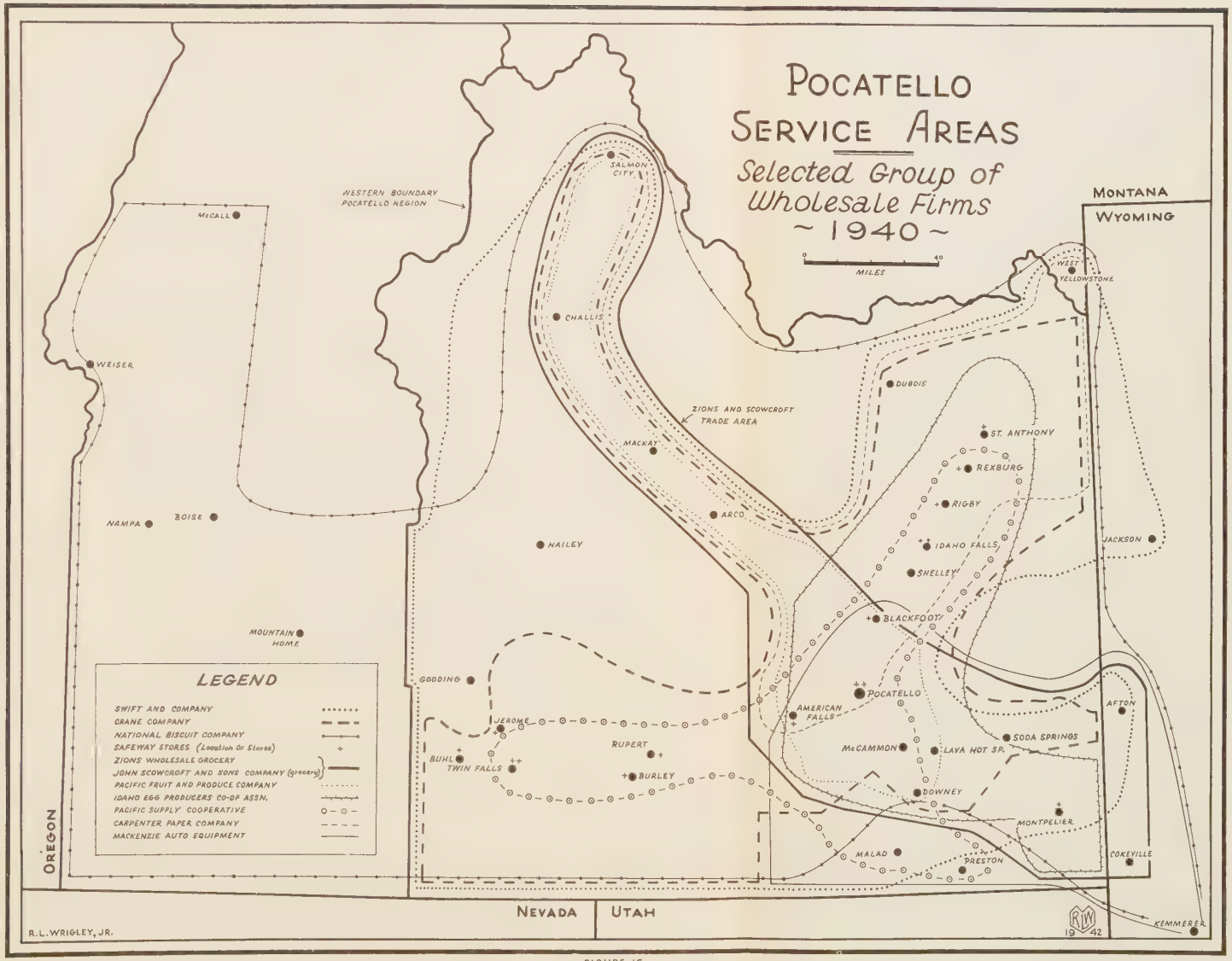
POCATELLO
SERVICE AREAS
Selected Group of
Wholesale Firms
~ 1940 ~
0 40
MILES
WESTERN BOUNDARY
POCATELLO REGION
ZIONS AND SCOWCROFT
TRADE AREA
MONTANA
WYOMING
OREGON
NEVADA
UTAH
McCALL
WEISER
NAMPA
BOISE
MOUNTAIN HOME
SALMON CITY
CHALLIS
MACKAY
ARCO
HAILEY
GOODING
JEROME
TWIN FALLS
BUHL
RUPERT
BURLEY
DUBOIS
ST. ANTHONY
REXBURG
RIGBY
IDAHO FALLS
SHELLEY
BLACKFOOT
POCATELLO
AMERICAN FALLS
McCAMMON
LAVA HOT SP.
SODA SPRINGS
AFTON
JACKSON
DOWNEY
MONTPELIER
COKEVILLE
MALAD
PRESTON
KEMMERER
WEST YELLOWSTONE
LEGEND
SWIFT AND COMPANY
CRANE COMPANY
NATIONAL BISCUIT COMPANY
SAFEWAY STORES (Location of Stores)
ZIONS WHOLESALE GROCERY
JOHN SCOWCROFT AND SONS COMPANY (grocery)
PACIFIC FRUIT AND PRODUCE COMPANY
IDAHO EGG PRODUCERS CO-OP ASSN.
PACIFIC SUPPLY COOPERATIVE
CARPENTER PAPER COMPANY
MACKENZIE AUTO EQUIPMENT
R.L. WRIGLEY, JR.
RLW
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FIGURE 16

is handled by trucking concerns that operate between the city and these distant parts. The motor carriers also play a leading role in transporting goods to Pocatello from warehouses in Salt Lake City, Ogden, and other points. Business is most active for these wholesalers in the fall and early winter months. This is the harvest and holiday season; it is the period for canning fruit and vegetables.

Confections and Beverages

Pocatello is a leading center in eastern Idaho for the distribution of confections and beverages, however, in terms of employment this phase of wholesaling is not an important activity. Two candy companies--one in the business district on north Main Street, and the other near the Halliday subway on south Main Street--distribute candy and tobacco products to independent stores throughout most of the Pocatello Region and the Star Valley section about Afton, Wyoming. Tobacco products come from the eastern and southern states while candy is imported chiefly from the Middle West and Pacific coast. In these areas several candy manufacturers frequently cooperate and send pool and L.C.L. shipments to Pocatello; but some candy comes from manufacturers in the mountain states. In their trade territory the Pocatello concerns compete with the wholesale groceries who likewise sell candy. Yet many manufacturers give certain confectionary dealers the exclusive right to sell their product in a designated territory. In spite of this arrangement, competition has forced candy wholesalers to go farther and farther afield in order to secure a profitable volume of business. Only through the improvement of highway transportation has this move been possible. Candy and tobacco distributors, like the wholesale grocery firms, use commercial trucking lines to haul their merchandise to customers in their trade area outside Pocatello.

One small wholesale establishment roasts and grinds coffee and sells this product, as well as tea, spices, extracts, syrups, and other articles to restaurants, grocery stores, and even to individuals throughout the region. Several Pocatello bottling firms and wholesale houses distribute nationally known beer and light drinks in the same territory. As states require a license to sell beer, the marketing territory of these dealers is limited to Idaho because the potential business in neighboring states does

not justify the purchasing of an out-of-state license.

Meat, Dairy, and Poultry Products

Since the distribution of meat, dairy, and poultry products is handled in part by regular wholesale outlets, but chiefly by Pocatello manufacturing establishments, it is evident that this branch of the wholesale trade is associated closely with the Pocatello manufacturing industry. Two local packing plants, one located north and the other south of the city, sell meat and meat products throughout the Upper Snake River Valley and the territory southeast of Pocatello as far as Downey and Montpelier, while two big packers, Swift and Armour, serve most of the region and adjacent parts of Wyoming (Fig. 16).[1] The Idaho Egg Producers Cooperative Association is the most interesting concern in this group since it is farmer owned and controlled. The Pocatello branch of this organization assembles, grades, stores, and markets eggs, poultry, and turkeys for, and furnishes quality feed and other supplies at a relatively low cost, to its members who live in eight eastern Idaho counties (Fig. 17).[2] Eggs and poultry come chiefly from Bannock, Bingham, Bonneville, and Jefferson counties, while turkeys come mostly from Bear Lake and Bannock counties.[3] Some of these products are sold through the local Swift and Armour branches, but large quantities are shipped to eastern and west coast markets.

Fresh, canned, and other prepared meat products distributed by Swift and Armour come largely from Denver and points farther east, while dairy products originate chiefly at their own plants in southern Idaho.[4] Dairy products also are distributed widely by

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[1]The Armour Creamery in Pocatello functions as a distributor of the company's meat and dairy products.

[2]Other branches of this cooperative organization are at Twin Falls, Boise, Caldwell, and Payette.

[3]Oneida and Franklin counties sell their eggs through the Utah Poultry Producers Cooperative Association.

[4]Swift operates plants at Twin Falls and Caldwell where butter and cheese are manufactured and eggs and poultry are stored. Armour secures its dairy products mostly from its Pocatello plant. Data on Swift and Armour were supplied by Mr. A. L. Baker, and Mr. O. A. Myhre, managers, respectively, of these Pocatello branches.

the Kraft Cheese Company and two other Pocatello manufacturers. During 1939, Swift and Company sold over half a million dollars worth of products through some 480 outlets located in the Pocatello Region and western Wyoming. Proximity to other branch houses limits sales to this territory. Twenty to 30 per cent of the Swift sales, however, are made to Pocatello retailers. Neither Swift nor Armour have wholesale branches in Idaho Falls and Twin Falls because there is only enough business in the region to support one sales outlet for each company; and Pocatello is the logical site for that distributor. The period from November to March is the low point in meat sales because there is much farm killing at that time of the year; then, too, it coincides in part with the hunting season. Chicken and turkey sales naturally are highest during the Thanksgiving and Christmas holidays.

Fruit and Other Produce

Since fruit and produce houses, in most cases, distribute commodities that are grown in many widely spaced sections of North America, it is not surprising that Pocatello with its railroad facilities has been an important fruit and produce distributing point for over thirty years. In terms of employment, however, this activity is of minor importance to the city. Today, fruit and produce are distributed by one firm--a branch of the Pacific Fruit and Produce Company, a large west coast concern.[1] The local plant in the Wholesale District is the general headquarters for the firm's activities throughout southern Idaho.[2] The function of this establishment is to assemble, store, and distribute fruit and produce, chiefly to independent grocery stores.[3] Fruit comes primarily from Idaho, California, the Pacific Northwest, and Central America; and produce from Idaho, California, Arizona, and Texas, but shipments also are received from many other states. Although these areas are producing at different seasons, production

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[1]Data furnished by Mr. Robert Shuey of the Pacific Fruit and Produce Company.

[2]Branches administered from the Pocatello office are located in Idaho Falls, Twin Falls, and Boise.

[3]Chain stores have their own purchasing organizations, but they use the railroad and motor carriers to transport this produce into eastern Idaho.

is spaced in such a manner that the volume of this firm's business is much the same throughout the year. The sales territory extends 228 miles north to Salmon City, but the country north of Blackfoot is served from Idaho Falls. Downey, thirty-eight miles south of Pocatello, also is included in the sales area, yet almost 60 per cent of the total sales are made to Pocatello retailers (Fig. 16).

Bakery Products

Wholesale bakery products in Pocatello are of two types, (1) those products which are more bulky than the ingredients, and (2) those where the finished products are less bulky than the included materials. The first is illustrated by bread, which is distributed by several local firms, while the second is largely in the hands of national or regional distributors.

One large Pocatello firm, Eddy's Bakery, and a branch of the National Biscuit Company, are the chief distributors located in the city.[1] However, the Loose Wiles Biscuit Company of Spokane, and the Purity Biscuit Company of Salt Lake City also work the territory through jobber grocers. Eddy's Bakery sells bread throughout that part of the Pocatello region south of Fort Hall, but other local bakeries are limited primarily to the city market (Fig. 15). On the other hand activities of the National Biscuit Company for all southern Idaho are administered from Pocatello (Fig. 16).[2] Only about 10 per cent of its sales are made to Pocatello stores. Although sales of bread are quite uniform throughout the year, the heaviest sales of cookies and other light foods are made during the summer months. At that time of year people are going on picnics and outings. Moreover, during the summer there is usually less unemployment hence people are able to buy bakery goods of the fancy types.

Machinery, equipment, and supplies.--The branch of the wholesale trade dealing in machinery, equipment, and supplies is associated closely with farming and road building activities throughout the region. Most of this wholesale business is handled by four concerns who together employ forty-two workers. Twenty-seven of

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[1] Data on the National Biscuit Company were furnished by Mr. E. W. Kirk, manager at Pocatello.

[2] Northern Idaho is served from the firm's Spokane branch.

these persons work for a branch of the Allis-Chalmers Manufacturing Company, the largest wholesale firm in the city. The Pocatello office of this concern administers sales promotion and service of tractors for fifty-seven dealers in southern Idaho, western Wyoming, western Colorado, all of Utah, and eastern Nevada. That this large corporation should serve virtually the entire Intermountain West from Pocatello is further evidence that the city has a strategic location and is a railway center. The distribution of farm and road machinery constitutes the chief activity of Allis-Chalmers in this territory. To care for an emergency it maintains at Pocatello a reserve stock of machinery and machine parts, but most items are shipped to retailers directly from the factories in the Middle West. Farm machinery also is distributed, both retail and wholesale, by the Idaho Lumber and Hardware Company, a leading Pocatello retail firm, which acts as a transfer agent for the International Harvester Company. A large stock of farm machinery is maintained in the city; as needed it is shipped to eighteen distributors located throughout that part of Idaho east of Boise. Yet most stock, as in the case of Allis-Chalmers, is shipped directly from the factories to the retail outlets. Since farming and road building is most active during the warm season these machinery establishments naturally are busiest at that time of year.[1] Another firm, the Olson Manufacturing Company, sells service station equipment and miscellaneous items to oil companies, plumbing concerns, and other businesses located throughout the Pocatello Region, while Paul Roberts Machinery and Supplies, a long established Pocatello manufacturing concern, distributes nuts, bolts, and other small articles throughout the same territory.

Petroleum bulk plants.--The distribution of petroleum products is a type of wholesaling found in many towns throughout the region. Petroleum bulk plants in Pocatello are more numerous than other wholesale enterprises but they have only three or four employees each.[2] Of the eleven concerns located in and near the city, all are on rail sidings and have easy access to highways.

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[1]Data furnished by Mr. R. A. Aspeland, manager of the Pocatello branch of Allis-Chalmers, and Mr. Claude D. Bistline, president of the Idaho Lumber and Hardware Company.

[2]This figure includes only the persons handling the wholesale end of the business. Persons operating company owned retail stations of course are included in the retail trade.

Such a location is necessary because gas and oil from many sections of the country are shipped in, largely by rail, while delivery to retail stations is by truck.[1] The marketing territory of these bulk plants is limited chiefly to that area included within the city's primary and secondary retail zones; in fact most dealers make from 50 to 100 per cent of their sales to Pocatello retailers, and to individuals in the city who purchase in bulk volume (Fig. 15). None of the Pocatello plants serve as hub stations for other plants.[2] As in many other activities the service area is not the same for every plant. These concerns first were established in the largest towns. Such plants served a wider, but possibly no more profitable territory then,than they serve today. However, as the number of automobiles rapidly increased new bulk plants were opened in many small communities. In most cases these units serve only the town in which they are located and its neighbourhood area. This is generally a profitable territory for the person who leases the plant, otherwise it would not be delimited by the owning corporation. But the various oil companies have different policies. Some firms believe that many plants serve the public best; others prefer fewer outlets.

Each Pocatello wholesale petroleum establishment serves from seven to fifteen stations, several of which are owned by the company. But the number of retail outlets is no indication of the firm's volume of business, because some stations are more active than others. One bulk plant with twelve outlets, for example, made 60 per cent of its total sales at four company owned service stations; these are generally better located and more attractive than other stations. Approximately 50 per cent of the total sales of most firms are made at tank wagon or wholesale prices directly to

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[1]The petroleum products come from Ponca City, Oklahoma, Port Arthur, Texas, Salt Lake City, Parco, Wyoming, southern California, Laurel, Montana, Pocatello, and other places. Some less-than-car-lot shipments come into the city by truck. One bulk plant that sells retail as well as wholesale, deals in natural gas which is highly volatile. This is imported from California and distributed to farmers and others who use tractors and trucks.

In 1940 Pocatello received 309 cars of gasoline. Data from Mr. Frank E. Haasch, Union Pacific freight agent at Pocatello.

[2]Three firms have divisional superintendents in Pocatello who manage in a general way their company's operations in Southeastern Idaho.

consumers who buy in bulk.[1] Business at these plants is not uniform throughout the year. Tourist trade and farm operations result in heavy sales during the warm season. As tourists prefer nationally advertised products, the big companies are affected more by this trade than firms such as the Idaho Refining Company that are little known outside the intermountain country.

Building supplies.--Further evidence that Pocatello has a strategic position, and is a railroad and trucking center, is evidenced by the fact that it is the leading distributing point in eastern Idaho for building supplies. Plumbing, heating, and cooling equipment and related merchandise, and lumber, glass, paint, and other items are the chief building supplies handled in the city. All this merchandise is kept in stock except lumber. The only two wholesale outlets for plumbing, heating, and cooling equipment in the Pocatello Region are located on south First Avenue. One is a branch of Crane Company; the other is owned locally. These establishments serve most of eastern Idaho, primarily by means of commercial trucking lines (Fig. 16). This illustrates once again the close association of the wholesale trade and the motor transport industry.

The Idaho Glass and Paint Company, one of Pocatello's major business institutions with twenty-one full-time workers, is the only exclusive dealer in glass and paint products in eastern Idaho.[2] Besides wholesaling it also fabricates glass at its plant on south First Avenue. Some sales are made through its own retail stores but its products also are distributed by approximately six hundred dealers located throughout southern Idaho and parts of western Wyoming and eastern Oregon. Competition with wholesalers in Salt Lake City, Denver, and Portland limits this service area. However, almost 40 per cent of the firm's sales are made to customers in Pocatello. Since building and repair work is most active during the warm season these wholesalers of course are busiest at that time of year.

Automobile and electrical appliances and supplies.--Since quick service is a rather important factor in the wholesaling of

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[1] Farmers are among the principal customers who buy at tank wagon prices.

[2] Data supplied by Mr. Ralph E. Moon, manager, Idaho Glass and Paint Company.

automobile and electrical appliances and supplies, Pocatello is but one of several cities in southern Idaho distributing this type of merchandise. Most sales in Pocatello are made by four concerns located in the Business District and by a farmers cooperative located north of town on U. S. Highway 30 N. The wholesale business of the first four distributors is confined mostly to that section of Idaho south of Pocatello and east of American Falls (Fig. 16). Similar stores in Idaho Falls, Burley, and Twin Falls limit the service area of the Pocatello Units. Three of these merchants maintain a large stock of automotive parts, garage supplies, and shop equipment for service stations. Such items are shipped into the city by rail and motor carrier, but distribution throughout the territory is almost entirely by truck. Another firm carries a large stock of electrical goods in addition to automotive supplies. The farmer-owned Pacific Supply Cooperative distributes not only automotive and electrical goods to its members, but also gasoline and oil, hardware, farm implements, and many other articles.[1] These goods, purchased largely in the middle western and eastern states through a national cooperative contract and sold under the cooperatives own labels, are distributed through fifteen outlets, chiefly service stations. The entire Pocatello Region is served by this firm with the exception of that territory east of Lava Hot Springs where its cooperatives never have been organized (Fig. 16). With these distributors, as with bulk petroleum plants, the spring, summer, and fall months are most active.

Hides, wool, fur, pelts, and junk.--It will be recalled that one of Pocatello's first business firms was a hide and wool house. Considering that the city is centrally located in an important livestock producing area it seems rather unusual that it should have but one firm dealing in hides and wool.[2] This concern has been functioning in the Wholesale District for many years. It purchases not only hides, wool, and other animal products, but also scrap iron and metals. These goods are assembled into carload lots and shipped to eastern markets. The firm also stores wool for sheep men, with 750,000 pounds handled some years.[3] That this

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[1]This is a member of a Pacific Northwest Cooperative which in turn is a member of large national organization.

[2]Data furnished by Mr. W. N. McCarty, proprietor of the Pocatello Hide, Wool, and Fur Company.

[3]Obviously this concern operates differently from the other

establishment is one of the largest Pocatello shippers over the railroad is evidenced by the fact that in 1939 it loaded 30 cars of bones, 9 of metal (brass and copper), 50 of iron, 30 of wool, and 12 of pelts and hides. One year its scrap iron shipments totaled 130 cars. By truck and rail, but chiefly the former, the items are assembled from all parts of the Pocatello Region, and especially from the Snake River Valley. September to May is the hide, fur, and pelt season, thereafter wool, junk, and metal are most important.

Office supplies and equipment, and paper products.--Pocatello is of some importance as a center of distribution for offic supplies and equipment, and paper products. Office furniture, bus ness machines, business forms, and other office supplies are distributed throughout much of southern Idaho by two firms whose head quarters are in the Business District. Since these establishments sell direct to business houses and schools, they are not typical wholesale firms. Nevertheless this type of business usually is considered a phase of wholesaling. The sales territory of the Poca tello distributors is limited in part by manufacturers in several lines of merchandise and in part by the necessity of having to purchase an out-of-state license for sales trucks that cross state lines. In most cases the volume of business that might be secured from adjoining states does not warrant the purchasing of a license.

The Carpenter Paper Company, a large nationally known concern, has a branch house in the Wholesale District.[1] All kinds of paper products, but chiefly wrapping paper, paper bags and twine, and newsprint are distributed by this firm to 300 regular and 250 part-time customers, mostly independent retail stores, located throughout the Upper Snake River Valley and Central Idaho (Fig. 16). However, almost 40 per cent of the company's business is with Pocatello concerns. High quality printing and stationery paper also is sold but the area is not a large consumer of these products. Southeastern Idaho is served from their Ogden, and

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establishments. According to the general conception of wholesaling it is not a true wholesale firm. But such institutions usually are classed in this category.

[1]This information was supplied by Mr. George V. Smith, manager of the Carpenter Paper Company, Pocatello. The firm's principal intermountain office and its chief stock of supplies are in Salt Lake City.

western Idaho from their Boise branch. Another concern, located on west Center Street near the Portneuf River, sells paper to schools in the city and its neighbourhood area. Heaviest sales of school paper naturally are made during late summer and autumn but demand for other types of paper is quite uniform throughout the year. The distribution of textbooks throughout eastern Idaho is handled to some extent by offices of large national firms that are centered in Salt Lake City. However, several large book companies that do not have branches in the intermountain country, deal directly with book stores and school systems.

Miscellaneous items.--Pocatello has a number of small wholesale firms that do not fit into the groups previously discussed. One establishment, which claims to be the only furniture wholesaler in the state, has a small trade in the Snake River Valley. But most furniture stores buy direct from jobbers and manufacturers in the major furniture markets, chiefly Grand Rapids, Chicago, and Los Angeles. Sporting goods for schools in and about Pocatello and for the territory south to Downey and east to Soda Springs are supplied by one firm that also has a retail trade. Two concerns distribute magazines to retailers in Pocatello and the surrounding territory north to Rigby, west to Aberdeen and American Falls, and east to McCammon. The country south and east of McCammon is served from Salt Lake City by truck. This Utah center also serves Salmon City and other points in Central Idaho by mail.

On the whole the future of commercial activities in Pocatello, and especially the retail trade, appears quite bright. With a further growth of farming, manufacturing, and other activities, and hence an increase in population of eastern Idaho, all occupations in the city should require more and more workers, but some activities naturally will grow more rapidly than others. As the retail trade expands new specialized stores handling high quality merchandise no doubt will grow-up at this point. In time, therefore, the commercial district of Pocatello should attract customers from a somewhat broader territory. That the wholesale business will benefit from this development appears likely. Whether wholesaling will or will not profit by increased speed of both highway and railroad transportation is difficult to say. Competition with Salt Lake City and other intermountain points also make forecasts rather uncertain. But since improved transporta-

tion will aid materially in a further development of virtually all Pocatello activities one may be reasonably safe in assuming that the wholesale business, though it may grow very slowly, will continue to occupy a significant place in the city's occupational structure.

CHAPTER VII

MANUFACTURING

The manufacturing industry of Pocatello is quite diversified in the nature of products and variety of employment which it offers. In most cases its various phases are in accord with the resources of the region and the importance of Pocatello as a transportation and commercial center. But since its 585 employees constitute fewer than a third the number of persons working in the commercial trades, and fewer than a fifth of those engaged in transportation, it is evident that the industry occupies a much less significant place in the functional pattern of the city than transportational and commercial activities.[1] However, within recent years manufacturing has grown considerably. Thus between

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[1]After interviewing a responsible person, in most cases the manager, at almost every manufacturing establishment in and adjacent to Pocatello, this figure was computed. It is much higher than the one reported in the 1940 Census. In that report the United States Bureau of the Census credits Pocatello with only 153 wage earners in the manufacturing industry (Census of Manufactures, 1939, Idaho. Preliminary report, p. 4). This figure does not include salaried officers and employees, or people employed by concerns whose annual production is valued at less than $5,000, nor does it include the workers engaged by firms whose plants are located immediately beyond the city limits. Because of extensive land requirements, city ordinances with respect to certain "nuisance" industries such as meat packing, or other factors, many of these establishments are compelled to locate in this contiguous area. But since most of their employees live in Pocatello they rightfully may be considered a part of the manufacturing industry of the city. The inclusion of the very small as well as the outlying industries in the total employment figure, explains in part the discrepancy between the census figure and the one used in this paper. The inclusion also of two establishments who began operations after the 1940 Census had been taken, helps further to explain this difference. But even after adding these extra workers to the total given by the census there are almost 100 persons unaccounted for. The 1937 census gave Pocatello 167 workers in manufacturing enterprises, but in previous years the railroad shop employees have been included in this group, consequently it is impossible to make comparisons with 1940 data. However, since the writer received his information from supposedly well informed sources he is considering the figure presented in the first paragraph as the one most representative of the true situation.

1937 and the latter part of 1941, new enterprises added about one hundred workers to the city payroll.

As some manufacturing establishments sell all, and others a considerable part of their production to retail stores in Pocatello and other parts of the Pocatello Region, they are in a sense wholesalers as well as manufacturers. Consequently, many firms that produce and sell the same type of goods distributed by strictly wholesale houses in the city, were noted briefly in the chapter on the retail and wholesale trade. In this chapter they will be considered in more detail. Inasmuch as twenty of the firms in this industry employ about 540 of the total workers engaged in manufacturing, this discussion will be confined largely to the twenty establishments, thirteen of which have fewer than 20 employees each, and two of which have more than 75 workers each.

Factors Affecting the Development of Manufacturing

Pocatello has assets that favor the growth of manufacturing and particularly certain phases of manufacturing. This is quite evident since a sizeable industry has developed. On the other hand this activity might be much larger if it were not for a number of conditions that restrict its growth.

Favorable factors.--Doubtless the focal position of Pocatello in the railroad and highway pattern is the principal factor contributing to the growth of manufacturing at this point, just as it is the chief factor leading to the development of wholesaling. That no other town in the region enjoys this asset to quite the same degree as this Gate City of Idaho was earlier noted. Raw materials, whether secured from the southern part of the state or other areas, may be assembled conveniently and cheaply at Pocatello by the railroad and motor carriers. After the manufacturing process has been completed these facilities serve equally well to distribute the finished goods. Then,too, the large segment of the local population that depends directly or indirectly on transportation for a livelihood constitutes an important market for many manufactured articles. Furthermore, the railroad brings coal and petroleum into the city at reasonable rates, hence these fuels are used by a number of firms, but most establishments use electricity furnished by the Idaho Power Company which has been serving southern Idaho since 1915.

The fact that the hydroelectric plants of this concern supply cheap electricity is another condition favoring the growth of manufacturing not only in Pocatello but in other Idaho cities as well.[1] In December 1939, for example, the cost of power supplied by this company was $3.60 per KWH. At the same time the average cost in the United States was $4.22 per KWH. Only Tennessee, Michigan, Washington, California, and Alabama had lower rates than Idaho.

The abundance of level and well drained land in and near the city is another condition favoring industrial development. Most land is located conveniently with respect to highways and railroads.[2] The largest sites are found primarily north of town but even within the Wholesale District land is available for manufacturing or other purposes, while a forty acre tract in the northern part of the "Wye District" is open for industrial expansion (Figs. 5 and 10).

A supply of pure water coming in part from mountain streams south of town, and in part from wells located in Ross Park and near the Portneuf River at the southern limits of the city, is another asset. In 1939 these sources supplied Pocatello with an average of 4,075,000 gallons daily.[3] Usually there is sufficient water for the needs of the community, however, during especially dry years, such as 1933 and 1934, it is necessary to control the use of this essential resource rather rigidly otherwise a serious shortage may result. But this danger can be overcome by a further development of underground supplies. The city probably will have sufficient water for future needs because the United States Geological Survey, after making a detailed study of the lower Portneuf Valley, concludes that "Pocatello is assured of an ample water

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[1]The Idaho Power Company has a number of hydroelectric plants along the Snake and several other rivers, but chiefly along the first named stream which still has numerous undeveloped power sites. Electricity used at Pocatello comes from their American Falls plant during the summer, but in order to store irrigation water in the American Falls Reservoir this plant is closed for five months during the winter, hence at this time of year Pocatello receives its power from plants farther down the Snake River.

[2]Intermountain Industrial Properties of the Union Pacific Railroad in Idaho, Utah, Wyoming, and Colorado.

[3]Data from Mr. Clarance M. Rainey, superintendent, Pocatello Water Department.

supply from underground sources."[1]

A variable climate that is especially favored by cool summer nights, a dry atmosphere, and usually no great extremes in temperature, combined with excellent educational and other cultural facilities, and in fact generally pleasant all-around living conditions, are other factors favoring the growth of industry at this point.

Unfavorable factors.--By and large the same conditions retarding the expansion of wholesaling also hinder the growth of manufacturing. Obviously the absence of a large consuming and producing population in Pocatello's vicinal area and the sparcity of population and lack of wealth in much of the remaining territory tributary to the city checks the development of manufacturing. As a result of this condition the agricultural processing plants in Pocatello must go relatively far afield to find markets and raw materials. In contrast, similar establishments in Idaho Falls and Twin Falls have most of their raw materials and a good part of their market near at hand. But manufacturing plants in these, and indeed most other cities of the Intermountain West, cannot produce on a really big scale because they are long distances from the major consuming areas of the country. Due to this condition the large manufacturers of the eastern and Pacific coast states can sell merchandise at prices below those charged by small business establishments. Pocatello's handicap with respect to distance from markets and raw materials has been overcome partly by excellent transportation service. Nevertheless, the fact remains that if it were surrounded by a large and prosperous farming country it would be a bigger and possibly better balanced city because transportation activities would be less dominating. No wonder then that Pocatello civic leaders have been striving to secure irrigation water for the undeveloped Michaud tract that lies between the city and the American Falls Reservoir.

The absence of large mining enterprises in the area tributary to Pocatello is another unfavorable condition. Although

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[1]Stearns, Crandall, and Steward, op. cit., p. 226. Because of the great permeability of the gravel deposits and the large underground flow of water in the Pocatello area, an overdrawing on this underground supply does not appear likely. For example, two large wells at Ross Park, that are only seventy-five feet apart, yield respectively, 1,000,000 and 1,500,000 gallons daily, yet they do not appreciably affect each other.

Southeastern Idaho has the largest phosphate reserves in the United States, this resource virtually is unutilized.[1] Only at Conda, about six miles northeast of Soda Springs, is there a fairly large phosphate mining project. This is owned by the Anaconda Copper Company, and the phosphate rock produced is refined at their Montana plant. Small quantities of sulphur also have been mined in the territory north of Soda Springs, while during the great war of 1914-18 limited quantities of manganese were mined in Gentile Valley west of Soda Springs. A small coal mining enterprise operates in the Teton Basin, east of Rexburg, but the beds are so thin and broken that a significant development of this property is doubtful.[2] The mining about Mackay and in the Wood River country about Hailey already has been noted. If these were big producing areas it might be practicable to refine their ore in a large plant centrally located at a point like Pocatello, but under present conditions the small quantity of ore is smelted in Salt Lake City or in other metallurgical centers. In an effort to locate petroleum deposits drilling operations have been carried on in Marsh Valley, southeast of Pocatello, in Power County, and in other areas but as yet this work has produced no tangible results.[3]

Due possibly to the fact that Pocatello is a railroad town, and that on the whole the railroad industry is highly unionized, the workers in numerous non-railroad activities in the city also have become strongly organized. This high degree of unionization in the Pocatello labor supply, which is greater than that found in other major towns of southern Idaho, perhaps retards to some extent the growth of manufacturing and other industries in

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[1]George R. Mansfield, Geography, Geology and Mineral Resources of Part of Southeastern Idaho, U. S. Geological Survey, Professional Paper, No. 152 (Washington: Government Printing Office, 1927).

R. W. Richards and George R. Mansfield, Geology of the Phosphate Deposits Northeast of Georgetown, Idaho, U. S. Geol. Survey, Bull. No. 577 (Washington: Government Printing Office, 1914).

[2]E. G. Woodruff, "The Horseshoe Creek District of the Teton Basin Coal Field, Fremont County, Idaho," Contributions to Economic Geology, U. S. Geol. Survey Bull. No. 541 (Washington: Government Printing Office, 1914), pp. 379-88.

[3]Virgil R. D. Kirkham, Geology and Oil Possibilities of Bingham, Bonneville, and Caribou Counties, Idaho, Idaho Bureau of Mines and Geology Bull. No. 8 (Moscow: University of Idaho, 1924).

the city. Consider the construction industry for example. In 1937 the Idaho Lumber and Hardware Company made an investigation to determine the cost of building a twenty-four by thirty-foot frame house in a group of southern Idaho cities. For such a structure this company found that labor costs were $424 in Blackfoot, $463 in Boise, $508 in Twin Falls, $524 in Idaho Falls and $604 in Pocatello (Table 6). Construction materials cost less in Pocatello than in any other community investigated except Boise. The

TABLE 6

BUILDING COSTS IN FIVE IDAHO CITIES, 1936-1937[a]

	Twenty-four- by Thirty-foot Frame House				
	Boise	Pocatello	Twin Falls	Black-foot	Idaho Falls
Materials.....	$ 857.44	$ 859.86	$ 870.11	$ 871.46	$ 874.51
Labor (per hour)					
Carpenter....	.75	1.20	.95	.75	.50
Common labor.	.50	.55	.50	.375	.50
Total cost of labor.....	463.00	604.00	507.80	424.00	524.00
Total cost of house.....	1,320.44	1.463.86	1,377.91	1.295.46	1.398.51

[a]Data furnished by Mr. Claude D. Bistline, president, Idaho Lumber and Hardware Company.

additional expenditure for labor, however, raised the total cost of building in Pocatello considerably above that of the other towns. Naturally the high wages in this and other activities tends to raise the cost of manufacturing. Moreover, it should be noted at this point that although Pocatello has an adequate labor supply for medium sized industries it does not have, as in towns of similar population, the labor necessary to operate large scale establishments.

In Pocatello, as in most towns this size, there is enough capital to inaugurate relatively small enterprises but few local men have sufficient funds to finance and operate successfully new industries of any proportion. Moreover, initiative of the individual is a quality lacking in many small communities. As a result of these conditions the growth of manufacturing, in large measure,

must wait until some outside capitalist or corporation concludes that an investment in the community will be profitable. The management of such concerns as the Kraft Cheese Company and the Ralston-Purina Company established plants in Pocatello only after making a thorough investigation of manufacturing possibilities in a number of intermountain cities. The fact that they selected Pocatello is evidence that it has some qualities that favor the development of certain types of manufacturing. The industrial plants in Pocatello, however, utilize only a few regional products. Other products, such as wool for example, that might be the basis of thriving home industries, are shipped to manufacturing centers outside southern Idaho. If local business men had the leadership and the necessary financial backing they perhaps could take the initiative in developing new industries that would utilize at least some of the raw materials now exported from the region.

Localization of Manufacturing Establishments

Industrial plants are spaced widely in and about Pocatello, hence the pattern of manufacturing sites is very irregular. For the most part the largest concerns are located on railroad sidings near the Union Pacific right-of-way, while numerous small concerns and a number of fairly large establishments are located in other parts of the city. To discuss conveniently the localization of plants one may examine first, the East Side, secondly, the West Side, and finally the area immediately beyond the city limits.

All of the thirteen establishments on the East Side are located west of Fifth and Pocatello avenues. Six concerns operating in the Wholesale District are not localized in any one part of that section. Four of these establishments are on railroad sidings. Three major industrial units are built on or near Fifth Avenue. The largest bakery in Pocatello is located on Fifth Avenue two blocks south of center street (Fig. 5). A dairy manufacturing concern lies still farther south near the university, while the large plant of the Pocatello Milling and Elevator Company towers over the railroad yards and low class residences near the north end of Fifth Avenue. Northwest of the mill, in the northern part of the "Wye District," is a new concrete pipe manufacturing concern. Establishments widely spaced between Fifth Avenue and the terminal and Wholesale districts include, a bakery, a plant for manufacturing potato chips, a mattress factory, and a small

printing concern.

Manufacturing plants on the West Side are established chiefly on or near Main and Center streets. Only one concern, however, a large machine shop located on Main Street near the southern limits of town, is built on a railroad siding. The printing industry is centered largely in and near the West Side Business District. Here also are several small bakeries and candy manufacturing establishments. The only manufacturing units on Main Street north of the Business District are the Coca Cola Bottling Works and a small machine shop. Spaced widely throughout the West Side residential area are several mattress factories, cabinet and woodworking establishments, and blacksmith and tin shops.

Industrial concerns are located both north and south of the city limits. It will be recalled that the two largest Pocatello manufacturing plants, the Kraft Cheese Company and the Idaho Refining Company, are located about a mile northwest of town near the Union Pacific main line and U. S. Highway 30 N (Fig. 6). Because of obnoxious odors that commonly emanate from their establishments, all meat packing plants are built beyond the city limits--three north of town near the stockyards and one south of the city near the Portneuf River. A short distance southeast of the stockyards the new mill of the Ralston-Purina Company is a conspicuous feature near the Pole Line Road. The Idaho Portland Cement Company, which employs about fifty persons during its operating season, is located at Inkom, thirteen miles southeast of Pocatello. Commonly this concern is claimed as a Pocatello industry but in this study it will not be considered as such.

The Individual Industries

Enterprises processing agricultural commodities form the leading manufacturing group in Pocatello as well as in the other major towns of southern Idaho. In view of the fact that agricultural land is the principal resource of the region this is not surprising. The function of most of Pocatello's manufacturing industries, as earlier noted, is to change bulky agricultural commodities into products with a high value per unit of weight--products that can be exported economically to the principal consuming areas. On the other hand most commodities with a high per unit value, such as wool, are processed to only a very small extent

locally.

The dairy manufacturing industry.--Although Pocatello is not situated in the midst of an extensive dairy section, it is, nevertheless, one of the leading dairy manufacturing centers in southern Idaho.[1] This industry, which in terms of employment is the most important phase of manufacturing in the city, owes its development, in large measure, to the transportation services provided by the railroad and motor carriers.

In the dairy manufacturing field the Kraft Cheese Company is the leading concern with 180 full-time workers.[2] It is in fact the largest manufacturing enterprise in eastern Idaho. Two other firms with 18 to 30 employees each, manufacture large quantities of butter and other products, while another establishment with about a dozen full-time workers specializes in ice cream production.

The Kraft Cheese Company entered the intermountain area in 1925 when it opened its Pocatello factory and at the same time bought ten country cheese plants from the H. F. Laabs Cheese Company.[3] When it began operations the Kraft factory employed sixty persons. The purpose of the plant was to rework into a high class product and package the bulk quantities of cheese manufactured at the small country factories, which produced sufficient volume for a centralized reprocessing plant. The country factories were established throughout eastern Idaho in order to provide an outlet for the small quantities of milk produced by many farmers and ranchers. As a large number of these agricultural enterprises were, and to some extent still are rather isolated, it was impracticable and in many cases impossible for them to deliver a fresh product to a creamery. Moreover, as a result of this scattered production the volume of milk in any one locality was insufficient for a creamery or condensery. However, farmers could hold their

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[1]For the geographical distribution and production of dairy manufacturing plants in southern Idaho see "Who's Who in the Butter, Cheese, and Milk Industries," American Produce Review, December, 1939.

[2]Information on this firm was supplied by Mr. Harry Yearsley, manager, Kraft Cheese Company, Pocatello.

[3]These ten plants, all in Idaho, are at Rupert, Paul, Carey (southeast of Hailey), Rockland, Aberdeen, Arco, Ririe, Blackfoot, Grace, and Lewisville in Jefferson County.

milk several days and then deliver the sour product to a cheese factory. Under these conditions the cheese manufactured by the small plants was not of the best quality, hence the Kraft factory was built to rework and blend it with other cheese and thus make a first class article. This industry, therefore, illustrates well an adjustment to the transportation pattern and the natural resources of the territory. In view of the foregoing facts it is apparent that the reprocessing plant had to be located at a point accessible to the ten small establishments supplying it with raw material. Since the latter were scattered widely throughout much of the Pocatello Region the logical site for a reprocessing plant obviously was Pocatello. Both the railroad and motor carriers, but mostly the latter, could haul cheese to this point. After reworking, the finished product could be shipped easily to market.

By 1940 the Pocatello factory was utilizing all the production from its own country plants, and most of the production of nineteen other privately owned country factories widely distributed throughout southern Idaho, western Wyoming, and northern Utah. As demands for cheese in the west and the capacity of the Pocatello plant to produce increased faster than production at the twenty-nine country factories, about 40 per cent of the raw material now used is imported from Wisconsin and the Pacific Northwest. Naturally Pocatello's position on a main transcontinental route facilitates these shipments. Three kinds of cheese, American, Swiss, and brick, are made at this large modern factory, but approximately 80 per cent of the two million pounds monthly output is American cheese. Altogether in 1939 the total production was valued at $4,500,000. While this product is marketed entirely within the territory west of the Rocky Mountains,[1] the principal sales are in the densely populated Pacific coast areas where the greatest demand for cheese occurs in the months from June to October.

The Armour and Mutual creameries, which together employ about forty-five persons, have been operating for many years (Fig. 10).[2] As building sites adjacent to spur railroad lines were

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[1]The territory immediately east of the Rockies is served from their Dennison, Texas plant.

[2]Mutual Creamery is owned by a Salt Lake City corporation. Its Pocatello plant, the first in the city, was constructed about 1907, but for many years it was operated by the Jensen Creamery Company. The Armour plant was built about 1912 by the Elkhorn

available in the Wholesale District, these plants were built in that part of town. Such a location was necessary because cream from a broad section of eastern Idaho was shipped into Pocatello by rail.[1] This product constitutes 80 to 90 per cent of the raw material used in these plants. Since it has a high per unit value it can be shipped economically long distances. Today much of it is hauled by truck and inasmuch as Pocatello has excellent highway connections it is still a good assembling point. Technical improvements in handling perishables also has facilitated these shipments. Consequently, cream comes from many parts of the Pocatello Region, from southwestern Montana, and from the territory about Afton, Wyoming. Annually the Armour plant manufactures about 3,500,000 pounds of butter, 85 per cent of which is exported to the west coast.[2] Condensed milk in bulk volume and buttermilk for livestock feed also are produced. It will be recalled that in addition to manufacturing, this concern also wholesales eggs and poultry purchased in eastern Idaho, and meat products shipped from Denver. That this is a good sized business is evidenced by the fact that its total expenditures in 1939 were about $800,000. Mutual Creamery likewise is a fairly large enterprise that manufactures about 1,000,000 pounds of butter and 100,000 gallons of ice cream yearly. In 1939 its total sales of about $500,000, in contrast to Armour's, were made almost entirely within the Pocatello Region. Another firm that has been operating in the Wholesale District since 1937 secures cream from Bannock and Power counties and manufactures about 18,000 pounds of butter weekly. The entire output is sold to Pocatello retailers while liquid buttermilk is used as hog feed by farmers.

A branch of a west coast corporation, the Mid-Western Dairy Products Company, is situated on Fifth Avenue opposite the university. This firm has a somewhat different set-up from the other dairy manufacturing plants.[3] Mid-Western's specialty is

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Valley Creamery. In 1924 it was acquired by Armour.

[1]In 1909 the Mutual plant (then the Jensen Creamery) received cream from places 100 to 200 miles from Pocatello.

[2]Data on this section were supplied by Mr. O. A. Myhre and Mr. Clarence Johnson, managers respectively of Armour and Mutual.

[3]Information from Mr. Grant Dougall, manager, Mid-Western Dairy Products Company.

ice cream manufacturing and in this field it claims to be the largest producer in Idaho, though it sells whole milk, butter, and other dairy products as well. Since ice cream consumption is highly seasonal about 60 per cent of the firm's sales are made during June, July, and August. In consequence employment, unlike that at Armours and Kraft, fluctuates greatly during a year. It runs from a low of about twelve in January to a high of about thirty-five in July. Many of these part-time workers are university students who are out of school during the summer and thus fit nicely into such operations. This is perhaps a factor influencing the location of the enterprise. The chief factor determining this location, however, was the possibility of advertising their products by means of an attractive landscaped plant near the busy highway. The handsome building and grounds with a bright neon sign, catches the attention and carries the idea of cleanliness to the thousands who pass by. Doubtless this helps materially to sell their products. The location also facilitates the trucking of milk and cream which comes mostly from within fifty miles of the city. During 1939 Mid-Western sold approximately $175,000 worth of products in its marketing territory which includes the Pocatello Region and part of southwestern Montana. Western Idaho is served from their Boise plant.

The milling industry.--Seeing that Pocatello is a transportation center near extensive dry farm wheat producing areas it is not surprising that the city has become a leading milling point in southern Idaho. The one mill operating in Pocatello is owned by the Pocatello Milling and Elevator Company.[1] Since it was originally constructed in 1917 this plant has been enlarged until it now has storage capacity for 750,000 bushels of grain, while it mills annually about 125,000 barrels of flour and 4,500 tons of stock feed.[2] In large measure this growth has been made at the expense of small plants that once flourished throughout the territory. The trend toward building large mills at strategic points

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[1]This mill does its own buying and selling and in every way operates as an independent concern, however, it is owned by the Colorado Mill and Elevator Company.

Data in this section were supplied by Mr. Fred A. Burton, manager, Pocatello Milling and Elevator Company.

[2]Two-thirds of this storage capacity was added during the summer of 1941.

may be ascribed to the fact that small concerns cannot buy sufficient quantities of high quality wheat in their contiguous areas essential to manufacture high quality flour. Furthermore, the large mills are in a position to import various kinds of wheat to "blend" with the local grain and thereby further improve their flour. Then, too, the big plants are favored by milling and transit rates that permit them to bring wheat into a central point, mill it, and then ship the flour to market at the same rate charged for a through shipment from the point of origin of the wheat to the final destination of the flour. In other words the large concerns have certain stop-off privileges that the small plants do not receive.

Virtually all the wheat milled at Pocatello is grown in eastern Idaho. It comes partly from the American Falls section, from Arbon Valley directly south of the city, and from Marsh Valley south of McCammon (Fig. 2). Much of the grain from these areas and practically all wheat from the Malad, Cache, and other valleys farther south is shipped into Ogden, Utah. The grain milled at Pocatello comes chiefly from the productive dry farming areas that lie east of Idaho Falls and Rexburg (Fig. 2). In these sections as well as south of the city the Pocatello mill has a number of country elevators that store grain until it can be handled at the main plant. Seeing that much of the wheat milled at this point comes from the north, and seeing that about half the total grain used is shipped in by truck, it is clear that the location of this concern in the terminal district near U. S. Highway 91 is advantageous. The company's marketing territory includes southern Idaho and the Pacific coast states. In the latter section southern California is especially important, receiving in 1939 about 45 per cent of the total output.

The preparation of animal feeds.--Notwithstanding the fact that Pocatello is a transportation center, and that its region produces large numbers of farm and range livestock, the phase of local industry engaged in the preparation of animal feeds did not become important until recently. In 1940 the Ralston-Purina Company of St. Louis, after making a careful survey of possible sites in the intermountain country, selected Pocatello as a location for one of their plants.[1] The function of this unit, which employs

[1]Data on this plant were secured from the Pocatello Chamber of Commerce.

about twenty-five persons, is to prepare livestock and poultry feeds. Certainly the transportation service to and from the city was one of the chief factors influencing this decision. With these facilities it is relatively simple to import from the Upper Snake River Valley and neighbouring areas the grain and other raw materials used in the preparation of their products. Moreover, a plant located at this point is centrally placed to supply feed not only to the growing livestock industry of the Snake River Plain and other parts of Idaho, but also to customers in Nevada, Utah, western Montana, Wyoming, and eastern Oregon. Since this plant serves the broad territory here delimited, partly by truck and partly by rail, it is well that it should be located north of the city on a rail siding and near the Pole Line Road. Over this highway feed is distributed conveniently throughout the Upper Snake River Valley, one of the principal markets, while Cedar Avenue, a short distance north of the plant, provides a quick and direct route to U. S. Highway 30 N and the Central Snake River Valley (Fig. 5). The volume of this firm's business has increased steadily since it was opened in the spring of 1941, and no doubt it will continue to grow as farmers become better acquainted with the value of using prepared feeds along with hay and other crops and by-products. The plan followed is but one more way of turning bulky agricultural commodities into meat, eggs, and other articles that can pay for a long shipment to the big consuming areas. In addition to the Ralston-Purina mill, three small firms in the city grind grain for, and to some extent sell feed to ranchers and farmers who live roughly within twenty-five miles of Pocatello. The preparation of livestock feed by the Pocatello Milling and Elevator Company already has been noted.

The meat packing industry.--Although Pocatello is a leading meat packing center in southern Idaho, the local packing business, considering the city's strategic location in a territory producing large numbers of livestock, is a rather poorly developed industry.[1] Only thirty-seven persons in Pocatello work in the meat packing business. One firm, the Zweigart Packing Company,

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[1]A high percentage of the animals exported from the region are in good market condition when shipped. For example, of the 742,000 head of sheep and 26,800 head of cattle shipped to Denver in 1939 about 91 per cent of the sheep and 94 per cent of the cattle were ready for slaughter. Letter from J. G. Bruce, Chief of Transportation, Public Utilities Commission of Idaho, Feb. 13, 1941.

engages twenty-eight persons while the Peoples Market employs seven (Fig. 6).[1] Two other establishments are so small that they hardly are worth mentioning. That meat packing is not a more important activity in Pocatello may be attributed perhaps to the fact that southern Idaho is a small market that must be shared with national packing firms, and to the further fact that the big plants in the major packing centers utilize the entire carcass whereas there is some waste in the smaller plants. Certainly the new Ralston-Purina Mill will aid in building up a stock fattening industry near the city, and this should create a favorable condition for a further development of meat packing.

The livestock slaughtered in Pocatello is purchased chiefly from the Pocatello Livestock Exchange whose sales are held once a week. These animals are shipped into this point from many parts of eastern Idaho, but mostly from within seventy-five miles of the city. During an average week the Zweigart firm slaughters 150 hogs, 25 to 30 steers and 30 sheep. These animals may be purchased as fat stock or as feeders. If purchased as feeders they will be fed heavily until they are fat enough to kill. Both Zweigart and the Peoples Market have retail stores in Pocatello that handle their products. They likewise sell to other merchants in Pocatello, in the Upper Snake River Valley, and in the country southeast of the city as far as Downey and Montpelier. Throughout this broad territory they compete with the Pocatello outlets of Swift and Armour. South of Downey most of the trade goes to the American Packing and Provision Company of Ogden and the Cudahy Packing Company of Salt Lake City. In view of this competition the locally owned packing firms in Pocatello and other parts of eastern Idaho supply less than a fourth of the meat and meat products consumed in the region.

The preparation of rodent bait. The development of a Pocatello plant to produce poison bait for rodents and other predatory animals is in harmony with the natural resources of the region and the importance of the city as a transportation center. Poison bait is made at the Pocatello Supply Depot of the United States Department of the Interior Fish and Wildlife Service.[2] This is

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[1] Material in this section was secured from Mr. Charles G. Zweigart of the Zweigart Packing Company and Mr. Fred Roberts of the Peoples Market.

[2] Data furnished by Mr. George W. Kerr, manager of the plant

the only establishment of its kind in the world.[1]

The Supply Depot, or bait mixing plant, first was built at McCammon in 1926. It was conceived and then constructed by a number of biological survey workers who were interested in setting up a plant in which bait in bulk volume could be prepared scientifically. These workers wanted to get away from the rather primitive method, almost universally used, of mixing the ingredients with shovels on a concrete or wooden floor. If a high quality product in bulk volume could be prepared, the cost of bait would be reduced, and hence a larger quantity would be broadcast by farmers, ranchers, and others. Naturally this would result in better control of predatory animals, and especially rodents such as squirrels, gophers, and mice which cause immense damage every year to forage and other crops. As these animals are most prevalent in the eleven western states it was best to have a plant easily accessible to this territory.

The Supply Depot first was built at McCammon because a low-rent building that met the requirements of the project was available there. This structure, however, was not on a railroad siding and the nature of the local topography made the building of a spur line prohibitive. Consequently, when business reached such a volume that it was impracticable to handle the large shipments by truck, Pocatello's Wholesale District was selected as the site of a new plant that commenced operations in 1931.[2] Since that date this unusual establishment, in order to meet growing demands for bait, has been enlarged and re-equipped with the most modern machinery until now it represents an investment of $175,000.

Pocatello is an excellent location for a rodent bait mixing plant because it has the necessary railroad and highway connections with most of the territory included in the eleven western

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and one of the men responsible for its development.

[1]Robert Wrigley, Jr., "Poison Bait Plant Unique; Supplies Rodent Control Needs for Eleven Western States," Pocatello Tribune, January 29, 1941.

[2]By a joint resolution of the Senate and House of Representative of the United States-Public Resolution No. 128, 74th Congress (H.J. Res. 366), the Secretary of Agriculture was authorized to purchase on behalf of the federal government such property at Pocatello as was deemed necessary for the establishment of a game management supply depot and laboratory for the use of the Department of Agriculture.

states. Then, too, the Buckskin Basin north of Inkom, the Aberdeen section west of American Falls, and a number of other near-by areas produce large meaty oats.[1] This grain, which is the chief ingredient of rodent bait, must be of high quality if it is to be made into a good product. During the autumn months oats are brought into Pocatello and stored. Late in January the treating process commences and about February first the bait starts moving to the many consuming areas.[2] The season when rodents are active in at least some part of the country, and when they will thus take the bait, does not start until early in March. At this time the bait is distributed, first in the southwestern states, and then as the season advances it is broadcast farther and farther north. By the middle of July the hibernation period of some rodents has commenced hence little grain is processed after that date. During the 1940 rodent campaign the Pocatello Supply Depot distributed 1,850,000 pounds of bait.[3] This was only half the production capacity of the plant which now has nine full and five part-time workers. In addition to mixing bait this establishment prepares poison tablets for coyotes and poisonous gas cartridges for killing rodents in their burrows. Supplies for the field service such as traps, automobiles, boats, and other items also are stored at the Pocatello plant.

The brewing industry.--The location of a brewing plant at Pocatello offers further evidence of the situational advantages of the city. The East Idaho Brewing Company is the only firm engaged in this activity.[4] At its modern plant in the Wholesale District

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[1]A sufficient supply of high quality oats cannot always be found in eastern Idaho, hence grain often is purchased in neighboring states principally Washington and Montana.

[2]Briefly the treating process consists of steaming the oats and then running them through rollers that flatten the kernels. In this manner the large kernels are still further enlarged thus reducing to a minimum the possibility of poisoning birds. The grain is then mixed with specified amounts of salt, starch, syrup, strychnine and other ingredients. It is of interest to know that no other concern in the United States uses as much strychnine as this Pocatello establishment which required 125,000 ounces or 7,812 pounds during 1940.

[3]Although this is strictly a non-profit organization, the price of bait is regulated in such a manner that the incoming revenue at all times will assure the proper functioning of the depot.

[4]Information supplied by Mr. F. A. Rambou, treasurer, East Idaho Brewing Company.

eighteen persons are employed full time. Here it manufactures "Alt Heidelberg" beer under a trade mark name owned by a Tacoma, Washington firm with which it is affiliated. This business was established in southern Idaho because there was a potential market for beer in the territory, and in Pocatello because the city had rail and trucking facilities superior to other towns in the area. These services are needed because the items used in manufacturing come from distant sections. Barley, purchased from malting houses in Wisconsin and Washington, rice from California, and hops from Yakima, Washington are all shipped into Pocatello by rail. As a much higher percentage of water is used in the manufacturing of beer than grain or other products, it is cheaper to haul these latter items to the water supply near the potential market than to make the reverse haul. Then,too, a good quality product manufactured in Idaho, whether beer or some other article, frequently will sell better in the state than if it were manufactured elsewhere, because many people like to patronize home industries. During 1939 the sales of this brewing company, which totaled about $180,000 and which were heaviest in the autumn months, were made throughout that part of Idaho east of Boise and in adjoining parts of Montana as far north as Butte and in Utah as far south as Provo. With a heavier sales volume this firm naturally could reduce production costs and thereby further extend its marketing territory. In this industry there is only one by-product of importance and that is the "spent grain" left after the brewing process has been completed; it is sold to dairy and hog men in the Pocatello vicinity.

The light beverage industry.--Since light beverages, like beer, are composed mostly of water, and are rather bulky, the light beverage industry has tended to develop in towns, such as Pocatello, Idaho Falls, and Twin Falls, that have a good water supply and are located near a potential market. For almost fifty years light beverages have been manufactured in Pocatello, however, in terms of employment this is not an important phase of the local manufacturing industry since it engages only twelve full-time, and fifteen part-time workers.

Light beverages are manufactured by two firms. One establishment, Roselle and Company, distributes this product along with nationally advertised beer throughout most of the region. Pocatello is an excellent location for this plant because service

is a significant factor in meeting competition in the beverage trade, and from no other city can one reach all sections of eastern Idaho more quickly than from Pocatello. Although beer sales are fairly uniform throughout the year about three-fourths of the business in light beverages comes in summer, hence employment is down during the winter.

The location of the Pocatello Coca Cola Bottling Company on north Main Street where many persons may conveniently watch the bottling process through large windows and note the speed and cleanliness of the operations, is good advertising; it is similar to that used by the Mid-Western Dairy Products Company.[1] The manufacturing and distributing of this well known beverage requires about eight workers throughout the year with some additional help during the summer when sales are highest. Through extensive advertising, however, the sales volume in winter and summer is beginning to show a better balance. The marketing territory is limited by the Coca Cola Company to the area the Pocatello unit can adequately serve. This territory extends to the Utah and Wyoming borders, to Raft River on the west, and to Shelley on the north. Similar establishments in Idaho Falls and Twin Falls serve the remainder of the region (Fig. 15).

The baking industry.--Small bakery establishments to serve a limited local market have developed in numerous communities throughout the region, however, with its relatively large urban market, and its excellent position in the highway system, Pocatello has become the site of a baking industry employing almost fifty persons, and producing for a broad section of eastern Idaho. One large establishment and several small concerns in the city manufacture a wide variety of products. Eddy's Bakery, the branch of a Helena, Montana Corporation, and the largest Pocatello unit in this industry, has a plant on south Fifth Avenue where approximately thirty persons work full time.[2] During 1939 this concern made 1,492,000 pounds of bakery products, mostly bread. Almost 40 per cent of the sales, which run around $150,000 annually, and which are fairly uniform throughout the year, are made to Poca-

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[1]Data furnished by Mr. George Chaffee, manager, Pocatello Coca Cola Bottling Company.

[2]Data supplied by Mr. Preston Harker, manager, Eddy's Bakery.

tello firms. The remaining production is distributed by their own trucks to retailers in the Central Snake River Valley and in Southeastern Idaho (Fig. 15). The territory north of Fort Hall is served chiefly by Idaho Falls bakeries.

Among the products distributed by Eddy's Bakery throughout their broad marketing area are pies made by the Cordon Pie Company whose small but modern plant is located in the West Side residential district.[1] In 1933 this firm started business with the production of a few dozen pies daily. By 1939 it was employing six persons and making 250,000 pies annually. New equipment installed in 1940 has enlarged this production capacity greatly. In the Upper Snake River Valley these pies are distributed by the Hart Bakery of Idaho Falls. Altogether about a fourth of Cordon's total production is handled by this and Eddy's Bakery. Thereby these pies are made available to consumers in almost all parts of the region, but only in Pocatello and Alameda does the Cordon firm distribute its own pies. Inasmuch as people desire lighter foods in hot weather the business of this concern falls off about 25 per cent during the summer months. Knowing this it is not surprising then that sales of the National Biscuit Company are highest in summer. It will be recalled from the foregoing chapter, however, that other factors also influence the sales of National Biscuit products.

In addition to the two firms discussed in the preceding paragraphs there are a number of bakeries in the Business District. These firms, which are rather typical of the many small bakeries found throughout the region, are located in the commercial core because retailing is a leading phase of their operations, hence they must be accessible to a large number of people, but they also do some wholesaling.

The petroleum refining industry.--Petroleum refining in Pocatello is an example of an industry established near a potential market far removed from the raw materials used in the manufacturing process. In this respect it is different from most manufacturing activities in the city. The petroleum refining industry, the first and only one of its kind in the state, commenced in the spring of 1938 when the Idaho Refining Company opened its new plant north of

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[1]Data supplied by Mr. E. V. Cordon, proprietor of the Cordon Pie Company.

the city near the Kraft Cheese Factory (Fig. 6).[1] In this section there was a large area of flat, well-drained, and relatively cheap land adjacent to the main Union Pacific line and to U. S. Highway 30 N. By 1940 approximately $657,000 had been invested in this enterprise which has eighty full-time workers.[2] The possibility of developing a good sales volume for their products brought this industry to southern Idaho. Here a number of sites were considered but Pocatello with its transportation facilities finally was selected. These facilities are necessary because crude petroleum is shipped in from other states. It comes by rail from the Cut-Bank field in northern Montana and from the Lance Creek field in Wyoming.[3] Approximately two thousand forty-two gallon barrels of petroleum are refined daily. About 80 per cent of the production is gasoline, 18 per cent fuel oil and 5 per cent asphalt. Several products make up the remaining 7 per cent, however, no lubricating oil is produced. Two subsidiary corporations, the Covey Gas and Oil Company, which operates service stations, and the Reliance Oil Company, a wholesale outlet, handle the marketing end of this business. Aside from southern Idaho the sales area extends west to La Grande, Oregon, north into western Montana, east to Kemmerer, Wyoming, and south to Salt Lake City. Highest sales are made during the harvest season when farm equipment is heavily engaged. Activity in the petroleum refining industry, therefore, is rather closely associated with farming operations throughout the marketing territory. Since tourists, however, prefer nationally advertised products the summer tourist trade has little influence on this business.

The printing industry.--The growth of a well developed printing industry in Pocatello illustrates on the one hand the focal position of the city in eastern Idaho, and on the other, the need for various types of printed matter by the many business houses, government agencies, school systems and other organizations in the city and the surrounding territory. Pocatello has

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[1] Data supplied by Mr. John Peterson, treasurer, Idaho Refining Company.

[2] The project was financed chiefly by Salt Lake City capitalists.

[3] In 1940 the Idaho Refining Company received almost 2,600 cars of petroleum (Table 4).

five printing establishments. Three commercial printing firms in the Business District, with one to three full-time workers each, make hand bills, poster, letter heads, and perform other small printing jobs, mostly for Pocatello business houses.[1] The largest establishment in the industry, Graves and Potter, does general printing and lithographing. In its well equipped plant in the West Side Business District the sixteen employees of this firm prepare school year books, calendars, Christmas cards, souvenir booklets, and execute many other jobs. Indeed, no other printing and lithographing firm in Idaho can do the wide variety of skilled work performed by Graves and Potter who have been functioning at this point since 1930. About half their customers live in Pocatello. Their remaining trade comes from all sections of southern Idaho and adjoining parts of Utah and Wyoming. No doubt a reputation for performing high class work is an important factor enabling them to secure business from this broad territory. Another factor, of course, is the accessibility of Pocatello to the area served. The calendar and Christmas card season in late autumn, and the preparation of school yearbooks during the spring, are the periods of most intense activity.

Unlike Graves and Potter the firm of George Primbs and Sons has a very specialized trade in that it manufactures bank and office forms only.[2] By specializing, the twelve employees of this firm not only manufacture a larger volume of merchandise than they otherwise would produce, but they also make a superior product. When it started business on west Center Street in 1914 George Primbs and Sons was a pioneer in the manufacturing of bank and office forms. Rapidly a nation-wide market was developed. Its service area is still national in scope but approximately half its trade is confined to southern Idaho. In contrast to most business houses, the sales of this establishment are highest in January and February when banks and other institutions are purchasing supplies for the year.

The light iron and sheet metal industry.--The localization of light iron and sheet metal establishments in Pocatello illustrates the isolation of the city in terms of other cities, and

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[1]Data furnished by Mr. Russell Graves, manager, Graves and Potter.

[2]Data furnished by Mr. Joseph W. Primbs, president, George Primbs and Sons.

the need of repairs by other industries. It will be remembered that small blacksmith and repair shops are widely and irregularly spaced in the city's pattern. The largest concern, however, the Paul Roberts Machinery and Supplies, is located on Main Street at the southern limits of town.[1] This is one of several Pocatello business firms established by former employees of the Union Pacific. Paul Roberts can manufacture on order a wide assortment of light iron goods such as tanks, smoke stacks, and structural steel for small bridges. In addition it has built special machinery for the Kraft Cheese Company, for seed cleaning establishments, and for other concerns. From these facts it is evident that the Paul Roberts firm aids the development of manufacturing in the city and the region. It will be recalled that this concern also wholesales industrial supplies such as screws, bolts, and nuts. Steel sheets, bars, and other supplies come from the west coast, from Colorado, and from middlewestern and eastern states. During one recent year it received as many as three cars of bolts, nuts, and rivets from Illinois. Blacksmith and small repair shops located in Pocatello and in other communities throughout the region are the chief customers of this firm. Seeing that these establishments are busiest in the autumn when farm equipment must be repaired Paul Roberts also is most active at that time of year. Thus it has extra help at the same time the railroad and other industries are adding to their payroll, but generally its employees number about fifteen.

Activity in the sheet metal works and tinshops is associated closely with construction work in Pocatello and vicinity. In fact the construction industry could not function properly without the sheet roofing, cornices, smoke stacks, and many other items fabricated by the sheet metal and tinshop firms. At one time these establishments had considerable business in outlying parts of the region but much of this trade has been lost to sheet metal firms that have grown up in many small communities. Consequently, in terms of employment this phase of manufacturing is of minor importance to Pocatello.

The manufacturing of irrigation and drainage pipe and tile.--Since Pocatello is a transportation center in a region with

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[1]Data furnished by Mrs. Paul Roberts, secretary, Paul Roberts Machinery and Supplies.

vast areas of irrigated land, and since the essential raw materials are near at hand, it seems rather surprising that an industry producing irrigation and drainage pipe and tile and related items should not have developed in the city previous to 1940. In that year the one firm manufacturing these products, the Clark Concrete Construction Corporation, opened its plant in the northern part of the "Wye District" (Fig. 5).[1] This is an ideal location close to the major highways and with a large area for outdoor storage. About six persons are employed by this firm but eventually it anticipates using ten to fifteen workers and possibly more, depending of course on the demand for their pipe, culverts, drainage tile, and other articles that are used widely in irrigation systems, sewage projects, and other jobs. Sand, found near Pocatello, and cement trucked in from the Idaho Portland Cement plant at Inkom, are the principal materials used in manufacturing these articles. Besides making the above listed items, primarily on order, this establishment also handles cinder blocks made at its main plant in Idaho Falls. These are used widely for construction purposes throughout eastern Idaho. Of course they are in greatest demand when building is active. On the other hand pipe and tile sell well not only during the summer when sewage and water systems are being built or repaired but likewise in early spring when irrigation and drainage systems are being extended or improved.

Miscellaneous industries.--Pocatello has several small industries that do not fit into the foregoing groups. Inasmuch as little capital is required to start and operate a mattress factory this type of establishment has grown up in many small towns, hence the four mattress firms widely spaced about Pocatello produce chiefly for the city market. A number of small cabinet and woodworking establishments have considerable business with local contractors and lumber yards and at times perform jobs for other concerns such as making boxes for the Kraft Cheese Company and ladders for the Idaho Power Company. Potato chips manufactured by one concern are sold mostly to stores in the city and vicinity. That Pocatello had a sizeable candy manufacturing industry employing upwards of seventy-five persons by 1925 was noted earlier in

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[1] Data supplied by Mr. Dale M. Strong, manager, Clark Concrete Construction Corporation.

this dissertation. Inability to compete with the big companies in the middle western and Pacific coast states forced the two leading Pocatello manufacturers to suspend operations. Today small quantities of candy are made and sold locally by several confectionaries in the Business of District.

In view of the expansion of manufacturing during the past five years it seems safe to assume that this industry will continue to engage more and more workers, and in view of the city's location in a territory whose chief wealth is agricultural land, it also is reasonable safe to predict that enterprises processing agricultural commodities will continue to play a leading role. From the foregoing discussion it is evident that the transportation service of the railroad and motor carriers has been the major factor contributing to the development of manufacturing in Pocatello. Thereby the absence of a large farming area in the vicinity of the city has not affected adversely the growth of industry as much as it would have without excellent transportation facilities. However, it is true that for manufacturing and the other occupations previously discussed in detail, and for the activities to be considered in the next chapter, the most beneficial development would be the growth of farming on the broad Michaud tract west of the city.

CHAPTER VIII

MINOR ACTIVITIES

Although transportational, commercial, and manufactural occupations engage about 66 per cent of the gainful workers in Pocatello and are in a sense, therefore, the primary occupations in the city, they nevertheless constitute only part, though the most important part of the Pocatello activity pattern. To fill out this pattern fully and thereby see the entire city as a functional unit one also must analyze the minor activities. As here discussed these minor occupations are: domestic and personal services, construction industry, public service activities, public utilities, financial, insurance and real estate activities, professional services, social and religious activities, publishing and radio, and educational activities.[1] In the aggregate these occupations engage somewhat over three-fourths as many persons as the railroad, but as employers of labor they are individually much less significant than the transportational and commercial industries.

Domestic and Personal Services

The important position of domestic and personal service activities in the occupational structure of Pocatello may be attributed in large measure to the fine position of the city in the transportation pattern of southern Idaho. Domestic and personal services engage approximately 535 or 6.5 per cent of the gainful workers in the city. That this is the fourth most important occupational group in Pocatello was noted early in the study. Hotels and tourist camps, laundries, cleaners, and tailors, barber shops and beauty parlors, funeral homes, and other miscellaneous services such as photographic studios and shoe repair shops, employ

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[1]These occupations are found in most fair sized towns. In each city, however, certain activities may be emphasized more than others, depending of course on the relationship of the city to, and the nature of its surrounding territory.

most of these persons but in addition quite a number are engaged as domestic servants in Pocatello homes.

Hotels and tourist camps on the average employ about two hundred persons.[1] Fifteen hotels scattered primarily through the Business District have a total of 790 rooms, but only about 500 of these are available for transients.[2] The Bannock Hotel on Arthur Avenue is the city's leading hostelry. Several other establishments on the West Side offer excellent accommodations, but the majority are second and third class places. The thirteen tourist camps located along highways U. S. 30 N and 91 are used mostly during the summer travel season (Fig. 5). Pocatello itself attracts few tourists; it functions chiefly as a half way station for the heavy flow of travelers between Salt Lake City and Yellowstone National Park. Fifteen years ago the 350 miles between the Utah metropolis and the park constituted more than a good days automobile ride hence many persons stopped overnight at Pocatello. Hotels, tourist camps, and other businesses in the city thereby profited. With improvements in automobiles and highways the trip now takes but nine or ten hours. In consequence the volume of traffic has increased but the benefits secured by Pocatello have not increased to the same degree.[3] That the city derives some revenue from railroad travel to and from the park was noted in an earlier chapter. Due to the attraction of Salt Lake City, to Idaho's failure to vigorously seek tourists, and to a rather poor condition of part of the road, the summer travel over U. S. Highway 30 N between Granger, Wyoming and McCammon is rather light (Fig. 12).[4] With but little difficulty, however, two communities on this highway--Soda Springs and Lava Hot Springs--could be made

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[1]Figure computed after a survey of a number of establishments and an examination of material gathered by the Pocatello Chamber of Commerce.

[2]Data furnished by the Pocatello Chamber of Commerce.

[3]It will be recalled that U. S. Highway 89, which crosses the extreme southeastern corner of Idaho and then proceeds north through Star Valley Wyoming, is taking some Yellowstone travel from U. S. Highway 91 (Fig. 1).

[4]According to Mr. Ray Hunter of State Highway District Number One, the light traffic over this road may be attributed in part to the routing of tourists by eastern travel bureaus through Salt Lake City rather than over U. S. Highway 30 N.

into first class resorts and health centers.[1] If the state or the Union Pacific Railroad could further develop and advertise the unusual natural features located in and near these towns many additional tourists and health seekers would come to Idaho. The state thereby would benefit. Whether it would benefit as much as it has from the development of the highly advertised Sun Valley is difficult to say. The growth of Sun Valley has increased railroad passenger traffic through Pocatello to a small extent but most automobile travel between Sun Valley and the east goes over U. S. Highway 30 S. With a further development of Soda Springs and Lava Hot Springs, however, much of this traffic and many new tourists no doubt would use U. S. Highway 30 N and thus would pass through Pocatello. That hotels and other establishments profit from conventions and conferences of government workers and others that frequently are held in the city was noted earlier in this study.

Among Pocatello's leading business firms are the Troy-Parisian Laundry, located on west Center near the Portneuf River, and the National Laundry and Zoric Cleaners, situated on south Second Avenue in the Wholesale District (Fig. 10).[2] Together these establishments employ 140 persons with a payroll of about $140,000 annually; in addition they spend a good many thousand dollars each year for fuel, maintenance, and other expenses. One may well wonder why these concerns should be such sizeable establishments. This development may be ascribed to the fact that an economical unit in the laundry business calls for an initial investment of considerable capital--from $175,000 to $225,000 having been invested in each of the local plants for the most modern equipment. This enables these firms to handle all types of jobs cheaply and efficiently. Naturally a small town concern with a limited local clientele cannot make such an investment. Naturally, too, without the necessary machinery the small establishments cannot handle the many types of work performed by the large concerns,

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[1] During pioneer days Soda Springs was a noted stopping place along the Oregon Trail. It commonly was called "Beer Springs." In 1902 the state of Idaho acquired most of the land in and around Lava Hot Springs. Today it operates a tuberculosis sanitarium at that point.

[2] Data furnished by Mr. M. E. Toliver of the Troy-Parisian and Mr. Fergus P. Briggs of the National Laundry. The predecessor of the present Troy-Parisian Company started business in 1902. In 1916 this plant was acquired by the present management. The National Laundry was established about 1912.

nor can they offer rates as low as their bigger competitors. In short the small firms find it most difficult to compete with the big operators, hence large centralized plants tend to dominate this kind of business.

Pocatello's laundry establishments perform a number of services. Laundry work is the most important phase of their operations, but in addition they have large dry cleaning departments while the altering, cleaning, and storing of furs, and the cleaning of rugs, and automobile and furniture upholstering, is still another function.

Pocatello is the chief market for the services of its laundry establishments but the business volume from the city and vicinity hardly is enough to enable them to operate at a high point of efficiency. They have had to seek trade in other sections of eastern Idaho; in this they have been highly successful. Their service area, which is the same for both concerns, extends from Salmon and Blackfoot on the north to Downey on the south, and from Rockland, American Falls, and Aberdeen on the west to Soda Springs on the east (Fig. 15). The Upper Snake River Valley is served largely from Idaho Falls, the Bear Lake country is handled from Montpelier, while the Central Snake River Valley is served by plants in Twin Falls that are affiliated with the Pocatello establishments. In addition to the two large operators there is a small laundry on north Fifth Avenue that specializes in cleaning overalls for the railroad and other industrial workers, while several dry cleaning and tailoring establishments in the Business District have mainly a local trade.

Barber shops and beauty parlors located in all sections of Pocatello and Alameda employ about eighty persons.[1] By and large their service area is limited to the city and vicinity because similar establishments are found in many small towns throughout the territory. But inasmuch as retail stores, government agencies, and other activities attract people to this point from many outlying sections these service establishments secure some trade from distant parts of the region.

The three funeral homes in the city are located in and near the West Side Business District. One of these firms has some

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[1] Data furnished by Mr. August Rosqvist, secretary-treasurer, Pocatello Central Labor Union.

out-of-town business with the Latter-Day-Saint people in Southeastern Idaho; the other firms serve primarily the city and vicinity.

The service area of small shoe repair shops also is limited chiefly to Pocatello. On the other hand several photographic studios that are known widely for their high-class work, have a substantial trade throughout much of eastern Idaho. Although these activities employ few persons they nevertheless play their small part in the life of the city and the region.

Construction Industry

Construction workers, who number about five hundred, constitute a mobile group whose work is very seasonal.[1] Since most of these persons maintain homes in the city they generally live in Pocatello during the winter months. At that time of year there is little construction work hence they must secure jobs in other industries, however, many often are idle. During the summer these persons commonly are working far from home, because they must go where they can get employment. One Pocatello building contractor, for example, may be erecting a school house in Rexburg, another a church in Montpelier and yet another a dwelling in a neighboring state. Furthermore, some workers find jobs with contracting firms whose headquarters are in other cities and whose jobs are scattered as widely as those of the Pocatello concerns. Quite a number, however, will be engaged locally in repairing residences and business structure and in erecting new buildings.

Public Service Activities

Because of its strategic location in the transportation pattern, Pocatello has become the principal governmental administrative center in eastern Idaho. Public service activities in the city are of four types, namely, national, state, city, and county. Of the 432 persons engaged in public service work 292 are employed by the federal and state governments and 140 by the city and county.[2] Most of these government activities are localized

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[1] Ibid.

[2] The number of federal and state employees was computed after a thorough survey of government agencies in the city. Data

in the Business District, more especially in the Post Office Building, the Municipal Building, and the Bannock County Court House. However, several important government agencies have offices in the Wholesale District or in other parts of the city.

The principal federal agency in Pocatello is the Civilian Conservation Corp which maintains a big administrative office and supply depot on First Avenue in the Wholesale District (Fig. 10).[1] Here its sixty-six employees are housed in a large five-story brick structure that towers over all other buildings in this part of the city.[2] Here also are huge stocks of supplies shipped in from many parts of the nation. As needed these goods are distributed to twenty-six camps located in many sections of the Pocatello Region and in adjoining parts of Montana, Wyoming, and Utah (Fig. 17).[3] Pocatello is centrally located to serve these camps, furthermore, it has the railroad and trucking facilities necessary to assemble and distribute supplies. Doubtless this strategic position in the transportation pattern was a major consideration in bringing this agency to Pocatello; another was the availability of office and storage space and especially the latter. These same factors led to the establishment of a Pocatello warehouse by the Surplus Marketing Administration.[4] This organization, with thirteen employees in the city, assembles agricultural surpluses from many sections of the country and stores them in a large building near the Civilian Conservation Corp headquarters. As orders are received these goods are distributed by motor carrier to needy families in thirteen eastern Idaho counties (Fig. 17). Adjoining the

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on city and county workers were furnished by the offices of the city and county clerk.

[1]Material on the Civilian Conservation Corp was supplied by Mr. Albert B. Evans, District Adjutant.

[2]This structure, one of the finest commercial buildings in Pocatello, was built in 1915-16 by the Salt Lake Hardware Company. With the improvement of motor carrier service this concern found that it could serve eastern Idaho as well from Salt Lake City as from Pocatello, consequently this outlet was closed in 1939.

[3]In January, 1942 district Civilian Conservation Corp headquarters in both Salt Lake City and Boise were consolidated with the Pocatello office.

[4]Letter from Mr. C. E. Biggs, Director, Commodity Distribution, Idaho Department of Public Welfare, Boise, Idaho, Nov. 13, 1940.

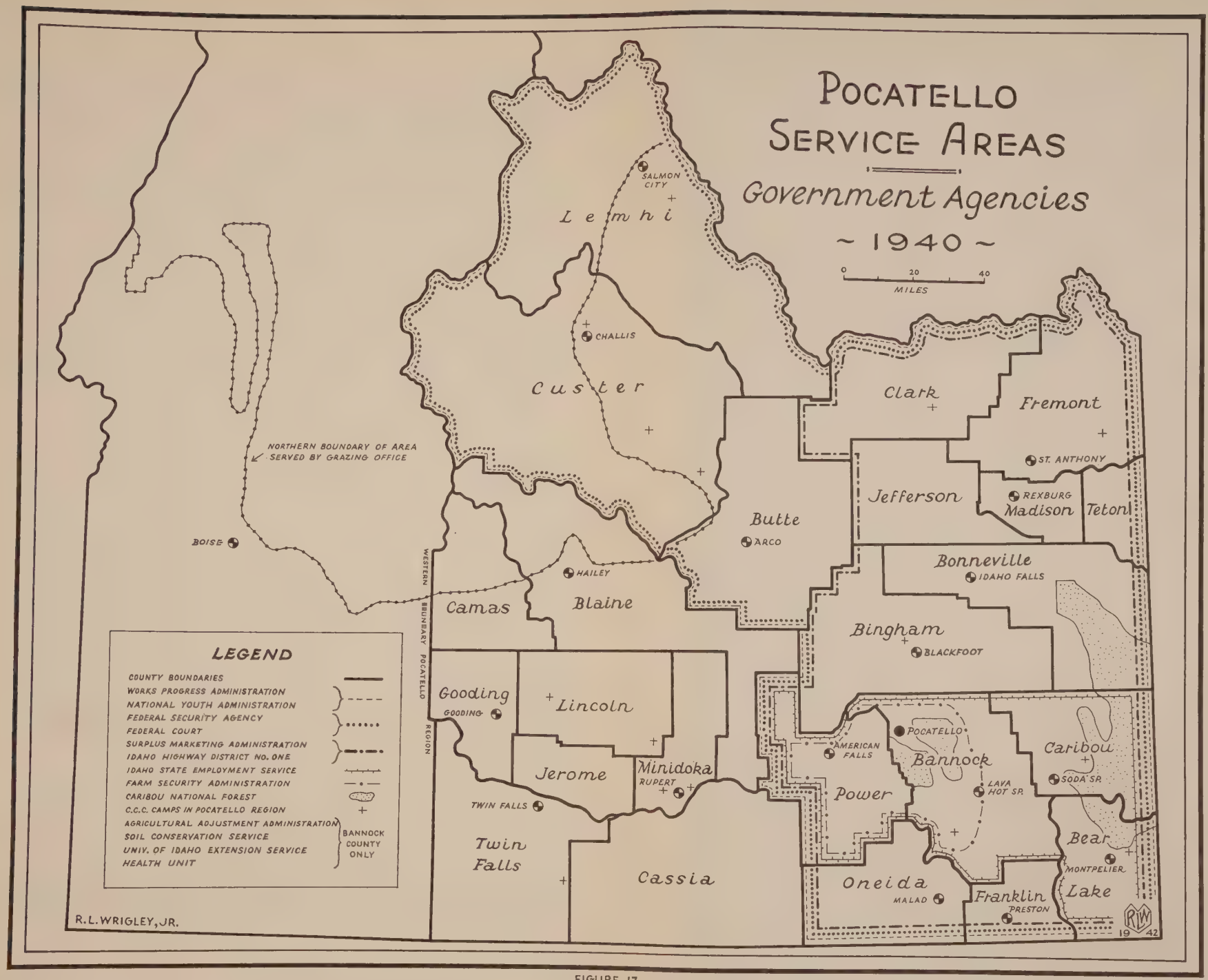
POCATELLO
SERVICE AREAS
Government Agencies
~ 1940 ~
0 20 40
MILES
SALMON CITY
Lemhi
CHALLIS
Custer
Clark
Fremont
ST. ANTHONY
Jefferson
REXBURG
Madison
Teton
Butte
ARCO
Bonneville
IDAHO FALLS
NORTHERN BOUNDARY OF AREA SERVED BY GRAZING OFFICE
BOISE
HAILEY
Camas
Blaine
Bingham
BLACKFOOT
WESTERN BOUNDARY POCATELLO REGION
Gooding
GOODING
Lincoln
Jerome
Minidoka
RUPERT
TWIN FALLS
Twin Falls
Cassia
AMERICAN FALLS
POCATELLO
Bannock
Caribou
SODA SP.
LAVA HOT SP.
Power
Bear
MONTPELIER
Oneida
MALAD
Franklin
PRESTON
Lake
LEGEND
COUNTY BOUNDARIES
WORKS PROGRESS ADMINISTRATION
NATIONAL YOUTH ADMINISTRATION
FEDERAL SECURITY AGENCY
FEDERAL COURT
SURPLUS MARKETING ADMINISTRATION
IDAHO HIGHWAY DISTRICT NO. ONE
IDAHO STATE EMPLOYMENT SERVICE
FARM SECURITY ADMINISTRATION
CARIBOU NATIONAL FOREST
C.C.C. CAMPS IN POCATELLO REGION
AGRICULTURAL ADJUSTMENT ADMINISTRATION
SOIL CONSERVATION SERVICE
UNIV. OF IDAHO EXTENSION SERVICE
HEALTH UNIT
BANNOCK COUNTY ONLY
R.L. WRIGLEY, JR.
RLW
19 42

FIGURE 17

Wholesale District on the south is a National Guard Armory completed early in 1941. Several men are employed here while the building is a valuable addition to the city. Adjoining the Wholesale District on the north is the headquarters of the Bannock County Health Unit, an organization sponsored by the State Department of Public Health.[1] The function of this unit, which has twelve employees, is to guard the public health and eliminate disease as much as possible by means of health education, by vaccination, by periodic inspection of culinary water supplies and sewage disposal systems, and by maintaining a well equipped laboratory where various tests can be made. It is evident that this is a vital service for the city and county, but in terms of employment a far more significant agency is the headquarters of Idaho Highway District Number One, located on U. S. Highway 91 at the northern boundary of the city.[2] As many as forty persons in winter and sixty in summer are working in and out of this office which administers highway development, maintenance, and traffic patrol in thirteen eastern Idaho counties (Fig. 17).

The Federal Building on south Arthur Avenue is the chief center of government occupations on the West Side. The Post Office force alone numbers forty, while twenty-eight persons in this and a near-by office building work for the Regional Grazing Service.[3] The function of this agency is to protect and improve soil, water, forage, wild life, and other resources of the twelve million acres of public domain in southern Idaho by regulating its occupancy and use.[4] This office first was located in Boise. It was moved from that point to Pocatello in August 1939 because the latter city is nearer the center of the area served than the Idaho capital (Fig. 17). Another organization in the Federal Building, the Forest Service, has jurisdiction over the 880,000 acres in the

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[1]Data on the Health Unit were furnished by Miss Francis Buck, acting supervisory nurse.

[2]Data furnished by Mr. Ray S. Hunter of Idaho Highway District Number One.

[3]By July, 1941 the Regional Grazing Office had fifty-three workers.

[4]During the fiscal year 1940 the number of livestock using this area, under license and permit, totaled 1,575,473 head. Letter from Mr. Julian Terrett, acting director of grazing, February 17, 1942.

Caribou National Forest.[1] Part of this land is near Pocatello but most of it lies along the Wyoming border, hence the Pocatello office is far from the center of the area it serves. But since many livestock men, sportsmen, and others who use this land most either live in or near the city, or at least frequently visit it, the Forest Service thought it best to center administrative work in Pocatello. Other government organizations located either in the Federal Building or in other parts of the Business District, and who serve in some cases a wide, and in others a rather limited section of eastern Idaho, are the Federal Security Agency, Works Progress Administration, National Youth Administration, Bureau of Internal Revenue, Fish and Wildlife Service, Post Office Inspector, Farm Security Administration, Soil Conservation Service, Agricultural Adjustment Administration, University of Idaho Agricultural Extension Service, and the Idaho State Employment Service. In addition the Federal Court for all eastern Idaho and the Fifth District Court for five Southeastern Idaho counties are held in Pocatello (Fig. 17). The localization of these organizations at this point is indeed convenient for people who have business to transact with several agencies. Such a grouping of course reflects the focal position of Pocatello in the functional pattern of southern Idaho.

The various branches of the city and county governments perform services that are indispensable for the normal functioning of Pocatello and Bannock County. City administration engages 10 full-time workers while about 40 persons are employed in the fire and police departments. Thus in Pocatello, as in most municipalities, fire protection and law enforcement work engage a high percentage of the total number of persons employed in city government. To operate the much-used Public Library on west Center Street requires 10 workers. To care for the parks and golf course that add to the beauty of the town and make it a more enjoyable place in which to live, and to properly manage the attractive Mountain View and Mount Moriah Cemetery requires five full-time workers with about 20 extra persons hired during the summer months.[2] The repairing and maintaining of city streets and the management

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[1]Data furnished by Mr. I. M. Varner, supervisor, Caribou National Forest.

[2]The golf course comprises part of Ross Park.

of street lighting gives employment to about 14 persons, with extra help hired as needed. Inasmuch as the city water department is a public utility it will be considered in the section of this chapter dealing with that activity. The Bannock County government employs about 56 persons full-time, with some part-time help used during the summer. These workers are engaged in the assessing of property, collecting of taxes, administration of county schools, law enforcement, and other activities commonly handled by county governments.[1]

That Pocatello benefits from the presence of these public service activities is quite obvious. They not only employ many workers and thereby add to the payroll of the city, but they also bring numerous visitors into the community. Some of these persons are government workers from outlying sections of eastern Idaho, or from Boise or Washington, who come for district or regional conferences.[2] Others are called in to act as witnesses or jurors by the Federal and District courts, while still others come to pay county taxes, to see the agricultural extension agent, or possibly the Grazing Service or some other agency; and while in Pocatello these persons patronize the hotels, stores, theaters, and other establishments. In this manner the entire city benefits.

Public Utilities

Further evidence that Pocatello occupies a focal position in the activity pattern of eastern Idaho is evidenced by the fact that the city is an important administrative center for communication and power utilities. Altogether 196 persons are engaged by the public utilities. Of these, 125 are employed by the Mountain States Telephone and Telegraph Company, 55 by the Idaho Power Com-

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[1]Because of its peripheral location, Pocatello is not well located to serve all Bannock County (Figs. 3 and 17). People in the extreme southeastern part of the county, for example, must travel almost ninety miles to reach Pocatello. Both McCammon and Lava Hot Springs are more convenient points from which to serve this area, and at times federal and other agencies have been established in these towns, but Pocatello with its retail section and other attractions always has been the most popular location.

[2]In this connection it is interesting to note that the Works Progress Administration alone has called up to 150 employees into Pocatello at one time. Data furnished by Mr. E. E. Scannell, director, regional office, Works Progress Administration, Pocatello.

pany, and 16 by the Pocatello Water Department.[1] The first named concern has its local exchange as well as a district headquarters in the Telephone Building on south Arthur Avenue (Fig. 7).[2] This office directs the firm's activities in that part of Idaho east of American Falls and Mackay (Fig. 15). Much of the administrative work of the Idaho Power Company is handled from four divisional offices, one of which is in Pocatello.[3] From this point company operations are administered for that territory extending north to Blackfoot and Salmon City and west to American Falls (Fig. 15). The country north of Blackfoot and southeast of Pocatello is served by the Utah Power and Light Company and several municipal plants.[4]

Pocatello has one of the best municipal water supplies in southern Idaho. It will be recalled that the city receives its water from natural streams and from wells. The streams--Gibson Jack Creek, Mink Creek, and Cusic Creek--lie between six and ten miles south of town where they drain a nineteen square mile section of the Pocatello Range.[5] This country is in the Portneuf River water shed. It is a rather steep tract covered with some forest, with wild grasses and bushes, and other vegetation suitable for livestock, but it long has been closed to all grazing. The water from these streams is piped to four storage reservoirs located on the bench immediately south of town; these have a capacity of almost seventeen million gallons.[6] As this storage can

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[1]Data supplied by Mr. E. P. Calph, manager, Mountain States Telephone and Telegraph Company, Mr. Don C. Brown, manager, Idaho Power Company, and Mr. Clarance M. Rainey, superintendent, Pocatello Water Department.

[2]The Pocatello exchange opened on January 1, 1899 with 37 telephones. In 1940 it had approximately 5,400 telephones in the territory between Fort Hall and Inkom.

[3]It is interesting to note that in 1939 about 75 per cent of all the farms located within the Idaho Power Company's service area were supplied with electrical power. This was three times the national average.

[4]Both the Idaho Power Company and the Utah Power and Light Company are controlled by the Electric Bond and Share Corporation.

[5]Data supplied by Mr. Clarance M. Rainey, superintendent, Pocatello Water Department.

[6]Pocatello has the right to all water in Gibson Jack Creek and Cusic Creek but to only 51 per cent of that in Mink Creek. During late July or early August Cusic Creek usually dries up but the other streams continue to run.

handle but a small part of the heavy run-off between March and June, much of the water, during that period, runs into the Portneuf River and on into the Snake.[1] Later in the year this gravity supply is insufficient for the needs of the city, consequently, it is supplemented by well water that has been developed since 1926. Altogether seven wells have been opened south of Pocatello--three at Ross Park and four at the Rainey Ball Park. Water from the latter wells is pumped to the main reservoir on the bench and there turned into the city system, but water from the one well now operated at Ross Park is used to supply that recreational area.[2] During 1939 these sources supplied Pocatello with 1,467,000,000 gallons of water, but this volume, the reader will recall, fluctuates considerably from year to year. As a result the city must adopt strict conservation practices to prevent a water shortage during especially dry periods. That this supply can be augmented greatly by a further development of underground sources was noted in the previous chapter.

Virtually all sections of Pocatello are served by a sewage system that discharges untreated sewage into the Portneuf River about a mile north of town.[3] Of course this is a bad situation but it will be corrected shortly by the building of a sewage treating plant. But this will not improve the appearance of the Portneuf River as it passes through the city. This river is an unsightly and dangerous stream receiving sewage not only from towns above Pocatello but also from houses that border it in the city.[4] Efforts toward improving this condition, however, are being made.

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[1]The possibility of constructing a dam and storing water on Mink Creek has been considered. Such a project eventually may be consummated.

[2]As a safety measure the water has been chlorinated since 1926.

[3]Because it is rather low and poorly drained that section of Pocatello directly west of Irving Field does not have a sewer. The first section of the city system was built in 1912. At various times since then it has been enlarged to take in new section of town.

Material on sewage disposal was furnished by Mr. W. V. Leonard, director of the Division of Sanitary Engineering, Boise, Idaho.

[4]Although the wells at Rainey Ball Park are very close to the Portneuf River it is claimed that there is no danger of polluting the underground source tapped by them because an impervious natural wall separates this underground supply from the river.

In fact if present plans are culminated successfully the pristine purity of the Portneuf shortly may be reëstablished. Then it can be used for boating, swimming, and fishing. Rather than being an eye-sore it will add to the beauty of the town. And since Twin Falls, Weiser, and a number of other communities in Idaho and Oregon obtain their domestic water from the Snake River the proper disposal of this sewage will aid these cities as well as Pocatello.

Financial, Insurance, and Real Estate Activities

Since Pocatello has a strategic position in the transportation pattern, and since it is the largest town in eastern Idaho, it seems rather unusual that the city should be the financial capital of only a small part of the region. In 1920 Pocatello had six banks with aggregate resources of $9,200,000; in 1930 it had one bank. Today it has two such institutions who together employ fifty persons.[1] These firms, both members of the Federal Deposit Insurance Corporation, are located on the corner of Center Street and Arthur Avenue (Fig. 7). One establishment is a branch of the First Security Bank of Idaho. This organization, with fourteen branches throughout the southern part of the state, is a member of the First Security Corporation whose headquarters are in Ogden, Utah.[2] The second concern, the Idaho Bank and Trust Company, also is controlled by Ogden capitalists. As farming and livestock ranching are leading occupations in the Pocatello Region a high percentage of loans made by banks in this territory have been to help finance agricultural enterprises. Too heavy an investment in this activity and especially the livestock industry forced many Idaho banks out of business during the 1921 depression. This explains the change in the number of Pocatello bank cited above. Today the financing of livestock enterprises is still rather important but it is much less significant than formerly because two federal agencies, the Livestock Production Credit Association, and the Crop Production Credit Association, have assumed much of the financing. These organizations have

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[1] Data on the banks were furnished by Mr. Fred D. Hillard of the Idaho Bank and Trust Company and Mr. Ralph J. Comstock, Jr., of the First Security Bank

[2] This holding company is the largest banking organization in the Intermountain West with resources of approximately $80,000,000.

lower interest rates and grant credit for longer periods than local institutions. Although a large number of accounts at Pocatello banks belong to railroad workers the city itself assumes no part in financing the operations of the Union Pacific. Pocatello banks, however, play a major role in the expansion and proper day-to-day functioning of most commercial and other organizations in the city and in Bannock and Power counties. Beyond this area these banks do not have a large number of accounts because institutions of good financial standing are distributed widely throughout southern Idaho. However, a few customers from other parts of the region come into the city because a close personal connection often exists between an individual and his bank--an association similar to that one commonly has with his lawyer and doctor. Thus a person who moves from Pocatello to outlying sections of the region frequently may be willing to travel a long distance to secure financial, legal, and medical help from persons with whom he is acquainted.

Between 1933 and 1941 Pocatello had a firm dealing in stocks and bonds. This organization, a branch of a Boise house, handled investments for local persons. Due to insufficient business this office was closed in 1941.

Pocatello is of some importance as an "agency town." Three national life insurance companies, that employ from five to eight persons each, maintain headquarters in the West Side Business District. These offices direct their company's operations throughout most of the region. The majority of concerns, however, have only one or two agents. Altogether about thirty persons in Pocatello are engaged in this activity.[1] On the other hand approximately forty-five persons are employed in fire insurance and real estate work which also is localized in the West Side Business District.[2] Although these firms serve chiefly Pocatello and vicinity they likewise have considerable business throughout Bannock and Power counties and to some extent in other parts of the region.

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[1]Letter from Mr. E. E. Moberly, field assistant, Equitable Life Assurance Society of the United States, Pocatello, February 6, 1942.

[2]Figure furnished by Mrs. Marie Holmes of the Turner Insurance Agency.

Professional Services

Inasmuch as it is the largest and most accessible town in eastern Idaho, Pocatello naturally has become a center of professional activities. However, since the number of professional persons in the city, aside from school teachers, comprises only about 1.5 per cent of the total gainful workers it is apparent that in terms of employment this is one of the least significant occupational groups in Pocatello.

The medical profession engages more persons than any other professional group in Pocatello.[1] Most of the twenty-two physicians, nineteen dentists, and a number of specialists practicing in the city have offices in the Business District. A large part of the medical work is handled in the city's two major hospitals; the General Hospital on west Center near the Portneuf River and the St. Anthony Hospital on Seventh Avenue in the northeast quarter of town (Fig. 5).[2] Aside from a small emergency hospital near the railroad shops the Union Pacific has no special hospital facilities in Pocatello. Railroad workers are sent to the General Hospital where about twenty to twenty-five Union Pacific patients are received monthly. Although the Pocatello hospitals serve much of southeastern Idaho, over 80 per cent of their total business comes from the city and vicinity. The fact that hospitals are located at American Falls, Blackfoot, Idaho Falls, Lava Hot Springs, Soda Springs, Montpelier, Preston, and Malad, and that Pocatello has few specialists, limits this service area.

A number of outstanding lawyers practiced in Pocatello during the town's early history. These men gave the local bar a high reputation that has been maintained to the present day. The holding of the Federal, District, and County courts in the city, and the establishment of a branch of the state law library at this point in 1917, also have contributed to the growth of this

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[1] Of course this does not consider school teachers.

[2] Polk's Pocatello City Directory, 1940-41 (Salt Lake City: R. L. Polk and Co., 1940), pp. 419 and 446.
The General Hospital, built in 1906 and enlarged in 1910, is operated by Bannock County. The St. Anthony Hospital, built in 1918 and recently enlarged, has almost twice the number of beds as the General Hospital. Data supplied by Mr. Bert Weston, manager of the General, and Sister Cecelia, superintendent of the St. Anthony Hospital.

profession.[1] In consequence of these developments Pocatello is the principal legal center of eastern Idaho, with thirty-three lawyers, several of whom have a practice that takes them into virtually all parts of the region.[2] This work is centered chiefly in the West Side Business District.

Musicians constitute another professional group. Full-time musicians number about twelve while part-time musicians number about sixty-five. Many in the latter category have full- or part-time work with the railroad or other industries. In the evening they are engaged by dance halls, night clubs, fraternal organizations, religious groups, and other organizations in Pocatello and near-by communities. During the summer a number of local musicians work at Old Faithful Inn and other resorts in Yellowstone National Park. Then, too, some of these individuals give music lessons. As most of the full-time musicians are teachers this activity also will be considered under education.

Social and Religious Activities

Although it affords a livelihood to only about one hundred persons, social and religious work is a vital activity since it supplies a service that is essential to the normal functioning of the community. Three moving picture theaters, several dance halls, and numerous clubs provide entertainment for persons living in Pocatello and vicinity, and for visitors from outlying sections of the region who are drawn to this center by the many services it offers. Farm families from Bannock County and other areas, for example, come into Pocatello to shop, to see a government agency, or to transact other business, and while in town these persons take advantage of the entertainment features. On Saturday, when many visitors are in the city, the theaters and dance halls are especially busy, because in Pocatello, as in most western communities far removed from large centers, the week-end dance or movie is a high-light in the life of many persons.

As might be expected in a railway center the railroad

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[1]The law library, the only one in southern Idaho outside Boise, has about eight thousand bound volumes.

[2]Polk's Pocatello City Directory, 1940-41, p. 437.

Y.M.C.A. plays a leading role in the social life of the city.[1] The first "Y" was organized in 1889 but it did not secure its own building until 1906. Today it has excellent facilities that include Pocatello's only swimming pool. Its principal activities are the sponsoring of athletic contests for young people and the teaching of physical education. Among fraternal organizations the Elks and the Masons are outstanding. The Elks have 750 members and a splendid home on north Arther Avenue (Fig. 7). Two lodges of the A. F. and A. M. Masons have a total of 690 members. The Moose Lodge, and the Kiwanis, Rotary, and Lions Clubs, and the Chamber of Commerce are other civic organizations that take a leading part in building up the community.

Seventeen church denominations are represented in Pocatello. The Latter-Day-Saint or Mormon Church with six wards and with approximately seven thousand members is by far the largest, while the Catholic Church with two diocese and with twelve hundred members is second in size.[2] The Pocatello Stake of the Mormon Church, which includes eleven wards, in the city and surrounding communities from American Falls on the west to McCammon on the east, and from Tyhee (five miles north of town) to Arbon Valley on the south, has its headquarters in Pocatello. This draws quite a number of visitors into the city for church meetings, but the service area of the other church units is limited chiefly to Pocatello and vicinity.[3] These denominations naturally take a leading part in the social life of Pocatello. Amusement halls built adjacent to many churches provide facilities for dances, dramatics, basketball, and other entertainment.

Publishing and Radio

Publishing in Pocatello is limited to two daily newspapers--the Pocatello Tribune, an evening, and the Tribune-Journal,

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[1] Data supplied by Mr. T. C. Evans, manager, Pocatello Y.M.C.A.

[2] Data furnished by Mr. H. W. Henderson, president, Pocatello L.D.S. Stake, and Reverends Edmund R. Cody and J. H. Jentges of the Catholic Church.

[3] Several Pocatello ministers travel to out-lying towns, such as American Falls and St. Anthony, and conduct services several times monthly.

a morning publication.[1] Both papers are owned by the Tribune Journal Company in whose west Center Street plant thirty persons are employed.[2] The Pocatello Tribune's daily circulation of around 5,000 copies is sold chiefly in the city. In contrast the Tribune-Journal, which is quite a valuable shoppers guide with a daily circulation of about 2,500, goes into many homes outside Pocatello, especially within the city's secondary retail trading area. Furthermore, the Saturday morning issue of this newspaper is distributed free of charge to all Pocatello homes. The principal morning newspaper for most Pocatelloans, and indeed the chief metropolitan newspaper of eastern Idaho, is a special Idaho edition of the Salt Lake Tribune. In Pocatello its daily circulation runs around 2,530; in fact more copies of this paper are sold in Pocatello than in any other community of the Intermountain West outside Salt Lake City.[3] This is further evidence, therefore, that Pocatello lies in the sphere of influence of the latter city. On the other hand the Idaho Daily Statesman, the leading Boise publication, has a very limited circulation in eastern Idaho.

Pocatello's capital quality is shown by its position as a broadcasting center. The city has one radio station that began operating in 1926.[4] At that time it was located in town, but in order to give better service its studio and transmitter in 1934 were moved two miles north of the city near U. S. Highway 91 (Fig. 6). Here ten persons are employed. Since March 1940 this one thousand watt station has been affiliated with the National Broadcasting Company; it is, in fact, the only N. B. C. outlet in eastern Idaho. Surveys indicate that the Pocatello station, KSEI, commands 74 per cent of the city's day-time listeners and 57 per cent of the night-time audience. In Idaho Falls, fifty-two miles

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[1]Data supplied by Mr. George F. Ifft, Sr., one of the proprietors of these papers and for many years editor of the Pocatello Tribune.

[2]The present owners of this company have been publishing the Pocatello Tribune since 1893 and the Tribune-Journal since about 1930.

[3]Data from Mr. F. A. Smith, country circulation manager, Salt Lake Tribune-Telegram Company, Salt Lake City.

[4]Data supplied by Mr. Henry H. Fletcher, general manager, Radio Service Corporation, Pocatello.

to the north, it has 39 per cent of the day-time listeners. Beyond a fifty-mile radius the listening audience of the Pocatello station, especially the night listeners, diminishes rapidly. This station, therefore, does cover the area from which Pocatello merchants derive the bulk of their trade but it serves only a small part of the area here recognized as the Pocatello Region.

Educational Activities

Due in large measure to its strategic position in the transportation pattern, Pocatello has become the leading educational center in eastern Idaho. Educational service for the city and the region is furnished by the city schools, several small professional and church schools, and the University of Idaho Southern Branch. Together these institutions employ about 323 persons.

The city school system includes seven widely spaced elementary schools, two Junior High Schools (one for each side of town), and one High School situated in the West Side Business District (Fig. 5).[1] These facilities represent an investment of over $2,000,000. On the whole they are adequate for the needs of the city and the vicinal area which they also serve.[2] Unfortunately for the best development of this system there has been some compromising between the East and West side. Thus whenever an addition is planned for one side of town the other side immediately clamors for improvements. Within recent years this sectionalism has defeated no less than three school bond issues. Obviously such action hinders the proper expansion of educational facilities and as a result the whole community suffers.

Because of its accessibility Pocatello has been made the headquarters of the fifth district of the state school system. Occasionally the teachers in this district, which includes nine counties in Southeastern and Central Idaho, hold meetings and conventions that bring several hundred persons into the city.

Work of the public school system is augmented by that of a number of church and professional institutions. The Catholic

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[1]This includes an elementary school in Alameda. Information on the school system was supplied by Mr. E. Normon Vaughn, superintendent of schools.

[2]About 1935 an elementary school at Tyhee, five miles north of Pocatello, was incorporated into the city system. Other students from near-by area come into Pocatello on busses.

Church maintains on north Hays Street an eight grade school with 162 pupils. The Greek Orthodox Church operates a small elementary school near Fifth Avenue and Wyeth, while the Mormon Church has a seminary for students of the University of Idaho Southern Branch. Links School of Business and the Pocatello School of Beauty Culture are situated in the west side commercial area. These two organizations employ in all five persons while enrollment runs about twenty-five students each, most of whom come from Pocatello and Alameda. Although a number of persons give private music lessons in their homes the Adelade Anderson School of Music is the only music school in the city.[1] At its studio on north Hays near Lander Street its staff of eight gives instruction in both music and dancing. Several of these teachers also travel and give individual as well as class instruction to public school and other students living in the territory bounded by American Falls, Idaho Falls, Soda Springs, and Malad.[2]

None of the above schools have nearly as much regional significance as the University of Idaho Southern Branch whose enrollment of approximately 1,050 is made up of students from all sections of Idaho and from many other states; however, about 85 per cent come from the Pocatello Region.[3] This important unit in the Idaho school system gives students the first two years of college training in all its departments except pharmacy, where a full four-year course is given. Such excellent work has been done in this department that the school has become widely known as a leading pharmacy institution. The location of this junior college in Pocatello makes the city truly an educational center as well as a transportational, commercial, manufactural, and governmental center.

In many ways the university is an asset to Pocatello and the region. It spends upwards of $325,000 annually for wages to 118 regular employees, for part-time student help, and for other

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[1]This school closed late in 1941.

[2]Data on this school was furnished by Mrs. Parvin Witte.

[3]On November 2, 1940 the total enrollment at the Southern Branch was 1,023. Fifty-five of these students came from sixteen other states, chiefly Utah, and most of them were enrolled in the Pharmacy School. Data furnished by the Registrar's Office, University of Idaho Southern Branch.

expenses.[1] Furthermore, some eight hundred out-of-town students who move into the city spend yearly around $360,000. Moreover, during certain years additional large sums are spent for the expansion of the school plant. Also for those students whose homes are in the city the cost of securing two years of college training is much below what it would be if they had to go elsewhere for this instruction. Thus many young people who cannot afford to go away to school may obtain at least two years of college training which they otherwise would not receive. It may be noted further that the attractive campus of the university enhances the beauty of the town. That this campus has influenced surrounding residential areas is illustrated by the fact that the largest section of fine houses in Pocatello extends from the university north to beyond Center Street (Fig. 5).

The Idaho legislature of 1901 gave the predecessor of this university to Pocatello, because "of [the city's] radiating railroad lines, which rendered it the most accessible point from all parts of the state."[2] Furthermore, the great expansion of irrigation enterprises in southern Idaho "made the program of education provided by the new institution a most acute local need."[3] Almost since the day it was opened in October 1902 this school--then known as the Academy of Idaho--has had a steady growth. At that time it was to teach, according to its charter, "all branches commonly taught in academies and such special courses as are usually taught in business colleges." It offered the same kind of instruction now given in high schools. By 1915, when enrollment reached 365, the name of the school was changed to Idaho Technical Institute. Under a new charter two years of college work could be given, but the curriculum was devoted chiefly to vocational and technical subjects. In 1927 the "Tech," as it commonly was called, was made part of the University of Idaho at Moscow, and at the same time received its present name. Under the new set-up the first two years of work at Moscow could be given at this Southern Branch, while a complete four-year course was instituted in the School of Pharmacy, but all work in agriculture was discontinued.

The change in 1927 was primarily a compromise measure to

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[1] Information furnished by Mr. Orval D. Garrison, bursar, University of Idaho Southern Branch.

[2] Pocatello Tribune, July 12, 1925. [3] Ibid.

appease eastern Idaho civic leaders who for many years had been working for the establishment of a four-year degree-granting school at Pocatello. Vigorous efforts to secure that end still are being made. That such an institution would benefit southern Idaho and Pocatello is obvious. In the light of reliable facts it is equally clear that such a development should have taken place long ago. On several occasions the Idaho legislature failed to pass the necessary legislation by the narrowest of margins, but sectionalism within the state defeated these measures.[1]

Many arguments can be sited in support of a four-year degree-granting school at Pocatello. Because of its peripheral and many ways isolated location in Idaho the University at Moscow is well placed to serve only about a fourth of the people in the state.[2] In contrast about 48 per cent of Idaho's population lives in the Pocatello Region. Here also is approximately half the assessed valuation of the state. Moreover, another fourth of the population would be served conveniently by a school at Pocatello. With respect to this case the following figures are interesting: for the years 1934 to 1937 inclusive 12,150 students graduated from high schools of the Pocatello Region.[3] This was 53.7 per

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[1]In 1913 the state legislature passed a bill to change the Academy of Idaho to "Idaho Technical College." The bill was worded in such a manner that a four-year school could have been established at Pocatello, but the governor vetoed this measure. In 1925 a bill for a four-year school, and another bill to move the Agricultural College from Moscow to Pocatello, were both defeated. In 1937 a bill to establish a new four-year school at Pocatello called "Idaho Southern University," lost by five votes in the senate. In that year neighbours of Pocatello, supposedly friends of the school who would benefit greatly by the establishment of a degree-granting institution, voted against the measure. In 1941 the four-year plan was again defeated, this time by quite a wide margin.

[2]In early territorial days the capital of Idaho was at Lewiston. In December 1864 the legislature, which was dominated by the southern counties, voted to transfer the seat of government to Boise. Northern Idaho delegates protested this move, took the matter to court, and won. But early in 1865 Mr. Caleb Lyon, the territorial governor, suddenly departed for Boise and took the Great Seal of the territory with him. In order to compensate northern Idaho for this loss the Idaho legislature of 1889 established the university at Moscow, only eight miles from Washington State College at Pullman, Washington. Moscow was then much nearer the center of Idaho's population than it is today because at that time quite a number of mining properties were flourishing in the northern counties and in the Boise territory, while there was practically no mining and little farming in eastern Idaho.

[3]These figures on high school graduates and distances to

cent of Idaho's total high school graduates during the same period. For these 12,150 students the average distance to Moscow over the shortest possible route was 721 miles. On the other hand the average distance to Pocatello, the natural center of the region, was only 78 miles. Further computations show that of the 3,140 graduates from the region's high schools in 1937 only 5.4 per cent attended their own university at Moscow primarily because the long trip to that school was too expensive. From these figures it is evident that a vast portion of the state is forced to support a university from which it derives little benefit. Due to this regrettable condition Idaho loses many students to institutions in near-by states.[1] The number of such young people has been estimated at two thousand. This out-of-state training is a drain not only on Idaho's financial resources but on its human resources as well, because upon completing their school work many students remain in the state where they secured this training. Furthermore, if there were a four-year course at Pocatello a large number of students who now leave school and never return after two years of college would complete four years of work.

The principal argument against a four-year school at Pocatello is that Idaho cannot afford two universities. This is disproved by the fact that the state of Utah with about the same population and wealth as Idaho has three degree-granting institutions with a total enrollment of over three times that of the University of Idaho. Moreover, a careful examination of expenditures at Moscow compared with expenditures at schools in near-by states indicates that the University of Idaho possibly could be run more efficiently. Indeed, without impairing its standards sufficient funds could be taken from the moneys appropriated to it to adequately support a degree-granting institution at Poca-

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Moscow were computed by Mr. Ralph R. Benedict, statistician for the Four-Year Committee of the Pocatello Chamber of Commerce. In his calculations Mr. Benedict includes one-half of Elmore County with the 24 counties that make up the Pocatello Region. The inclusion of this additional area, results in only a minor change in the totals for the region.

[1]According to the 1941-42 Student Directory of the Utah State Agricultural College at Logan, Utah, 134 Idaho students were enrolled at that school in October 1941. This figure may not give a correct picture of the situation because some Idaho students, when registering at this and other Utah schools, state that they are living with a relative who resides in Utah. In this manner they avoid paying an out-of-state fee.

tello. Northern Idaho enthusiasts and their supporters in southern Idaho claim further that a four-year school at Pocatello would take students away from, and therefore would injure the University at Moscow. But since only about 6.7 per cent of the high school graduates in southern Idaho go to Moscow this is not a plausible argument.

What will be the outcome of this university question that has been debated these many years? Certainly the Pocatello institution eventually will be made a degree-granting school and possibly named "Idaho Southern University." In order to secure this change western Idaho, and particularly the Boise area, will have to be compensated. Perhaps that section, too, will be given a university by adding two years of work to the already flourishing Boise Junior College. Of course the University at Moscow will continue to function and serve those that it is serving today. The schools at Pocatello and Boise will grow chiefly at the expense of institutions in near-by states that have been securing many Idaho students, but they also will attract additional young people from southern Idaho who perhaps would not have attended college at all if they had not been living near a degree-granting institution.

The establishment of such a school would naturally make Pocatello more of an educational center than it is today. By enhancing the city's cultural assets it will become a better place in which to live. This development should aid in fostering the expansion of commercial, manufactural, and other activities. The latter occupations, however, would benefit more by the settlement of the undeveloped Michaud tract by a stable agricultural population. Possibly in the not too distant future irrigation water from the South Fork of the Snake River will be secured for this area of about thirty thousand acres. Settlers on this tract doubtless would secure most of their merchandise and services from, and sell the greater part of their agricultural produce through Pocatello, because the city is the natural trade center of the area. To serve adequately this country, therefore, commercial and other activities in the city naturally would expand. Rather than having a peripheral location in the Upper Snake River Valley, Pocatello would have somewhat of a central position. As a result more and more business establishments that specialize in serving agricultural populations should tend to locate at Pocatello. In

this manner the city might secure a greater proportion of the farming trade from the already established agricultural areas of the region. The large volume of agricultural commodities produced on the newly developed tract, combined with the availability of cheap electrical power and excellent transportation, should enable the Pocatello manufacturing industry, and especially that phase processing agricultural commodities, to expand materially. New developments with respect to flour milling, dairy manufacturing, the preparation of animal feeds, meat packing, the milling of woolen goods, and the manufacturing of phosphate fertilizers, all industries using local raw materials, are distinct possibilities for the future. Since it is a big servicing and transfer point for the Union Pacific and motor carriers the growth of the territory tributary to these lines, or any other factor that tends to increase the business of these concerns, obviously will benefit Pocatello. But due to technical improvements in equipment, to increased efficiency in operations, and to competition with highway transportation the number of persons engaged by the railroad perhaps will expand not as rapidly as employment in other types of work. As a result the dominant position of the Union Pacific in the life of the city may become less and less pronounced. Pocatello will thus have evolved from a community entirely dependent on railroading during its early years to one with a well-rounded occupational structure. In consequence it should play an evermore significant role in the life of the region in which it is strategically situated.

APPENDIX

NOTES ON THE FIGURES

Frontispiece.--Airview of Pocatello and the Western Part of the Portneuf Valley.

Photograph reproduced through courtesy of the Pocatello Chamber of Commerce.

Fig. 1.--Location of Pocatello.

Base Map: U. S. Coast and Geodetic Survey, Aeronautical Charts for Radio Direction Finding. Chart 21 DF. Scale 1:2,000,000.

Fig. 2.--Irrigated and Dry Farm Land in the Pocatello Region.

Base Map: U. S. Geological Survey, State of Idaho. Scale 1:500,000.

Irrigated and dry-farming areas are generalized from:

Neil W. Johnson and Harold A. Vogel, Types of Farming in Idaho, Part I, Fig. 3, p. 11.

The Farming Business in Idaho, Univ. of Idaho Agric. Exp. St. Bull. No. 151, Fig. 1, p. 7.

Fig. 3.--Distribution of Population, Pocatello Region, 1940.

Base Map: U. S. Bureau of the Census, Minor Civil Divisions, Idaho. Scale 1:1,000,000.

Data from: Sixteenth Census of the United States: 1940. Population--Idaho, First Series.

Fig. 4.--Airview of Pocatello, Alameda, and Part of the Snake River Plain.

Photograph reproduced through courtesy of Barrett, Cook, Flying Service, Pocatello, Idaho.

Fig. 5.--General Map, Pocatello, Idaho, 1940.

Base Map: Office of City Engineer, City of Pocatello, Idaho and Vicinity. Corrected to May 20, 1939. Scale 1:400.

Data from field mapping in August and September, 1940.

Fig. 6.--Pocatello and Vicinity, 1940.

Base Map: Township 6 S, Range 34 E. B.M., Bannock County, Idaho. Map made and sold by Charles F. Metsker, 514 S. W. Oak Street, Portland, Oregon. Scale 1:31,500.

Limits of the hills and benches are from:

U. S. Geological Survey, Pocatello Quadrangle. Advance Sheet. Scale 1:48,000. Contour intervals 10 and 50 feet.

U. S. Geological Survey, Michaud Quadrangle. Scale 1:62,000. Contour intervals 10 and 50 feet.

Fig. 7.--Business District, Pocatello, Idaho, 1940.

Base Map: Modification and enlargement of base map used in Fig. 5.

Data from field mapping in November 1940, and from Fire Insurance Map of Pocatello, Idaho. Map made by the Sanborn Map Co., San Francisco.

Fig. 8.--Airview of the West Side Business District.
Photograph reproduced through courtesy of Barrett, Cook, Flying Service, Pocatello, Idaho.

Fig. 9.--Airview of the Wholesale District and a Section of the Railroad Yards.
Source: Same as Fig. 8.

Fig. 10.--Wholesale District, Pocatello, Idaho, 1940.
Base Map: Same as Fig. 7. Data from field mapping.

Fig. 11.--Relief Map, Pocatello Region.
Base Map: U. S. Coast and Geodetic Survey, Sectional Aeronautical Charts. Charts, Yellowstone Park, Pocatello, La Grande, and Boise. Scale 1:500,000.

Fig. 12.--Highway Traffic Flow Pocatello Region, 1937.
Base Map: Idaho Bureau of Highways in cooperation with the United States Department of Agriculture, Bureau of Public Roads, Traffic Flow Map, State of Idaho. Scale 1:500,000.

Fig. 13.--Historical Map.
Base Map: U. S. Coast and Geodetic Survey, Regional Aeronautical Charts. Charts 1 M, 2 M, 6 M, and 7 M. Scale 1:1,000,000.
Trails and railroads were taken from:
National Geographic Society, Northwestern United States and Neighbouring Canadian Provinces, June 1941. Scale 1:1,250,000.
Unpublished map of the lines of the Utah and Northern Railway prepared by Professor A. L. Lillibridge of the University of Idaho Southern Branch, Pocatello.
Jennie B. Brown, Fort Hall on the Oregon Trail, pp. 204, 222, and 248.
The Oregon Short Line Railway originally was built over virtually the same route as the main line follows today.
Changes in the boundary of the Fort Hall Indian Reservation were taken from: U. S. Soil Conservation Service in cooperation with the Bureau of Indian Affairs, Preliminary Report of the Human Dependency and Economic Surveys on the Fort Hall Indian Reservation Idaho, 1937-38.

Fig. 14.--Pocatello Junction, 1885.
Tracing made from a map on file in the office of the surveyor, Bannock County, Idaho. The original map, on file in the National Archives, may be identified from the following information: Index No. 1117, Special Case No. 99, Dept. No. 4911-1885, Office File 24659-1885, Map No. 2231, Tube 880. Scale 1 inch to 100 feet.

Fig. 15.--Pocatello Service Areas--Miscellaneous Activities, 1940.
Base Map: U. S. Bureau of the Census, Idaho--Minor Civil Divisions--Precincts. Scale 1:536,000.
Data from field work.

Fig. 16.--Pocatello Service Areas--Selected Group of Wholesale Firms, 1940.
Base Map: Same as Fig. 15. Data from field work.

Fig. 17.--Pocatello Service Areas--Government Agencies, 1940.
Base Map: Same as Fig. 15. Data from field work.

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